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No.
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August
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MAD

JULY 1999

NUMBER 383



14



37



24

DEPARTMENTS

LETTERS AND TOMATOES DEPARTMENT

Random Samplings of Reader Mail4

ARE YOU TALKIN' TO ME — AT \$100 AN HOUR? DEPARTMENT

"Satirize This" (A MAD Movie Satire)6

RULES TO NOT LIVE BY DEPARTMENT

The MAD Book of Suicide Etiquette11

ANGSTER'S PARADISE DEPARTMENT

Monroe &...The Funeral14

COME TO THE DORK SIDE DEPARTMENT

Countdown to *The Phantom Menace*17

1600 WRESTLEMANIA AVENUE DEPARTMENT

The Jesse Venturification of U.S. Politics20

AN EMBARRASSMENT OF RICHARD'S DEPARTMENT

An Important Message From the Law Firm of Low, Rotten, Scumbag & Snake23

JEDI.Q. DEPARTMENT

MAD's *Star Wars* Trivial Pursuit24

SERGE-IN GENERAL DEPARTMENT

A MAD Look at Plastic Surgery26

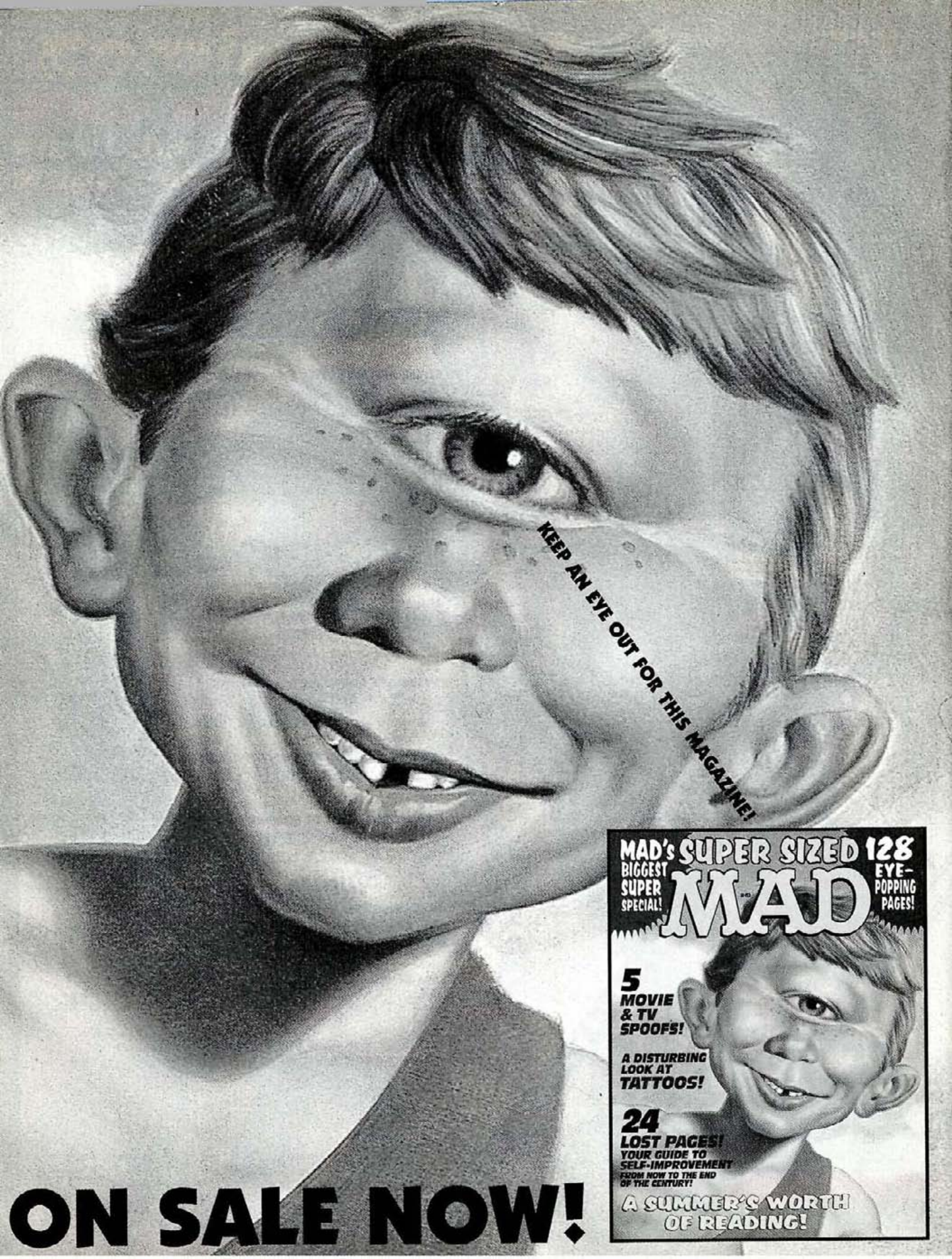
THE DOCTOR IS IN-SANE DEPARTMENT

"Putz Adams" (Another MAD Movie Satire)29

29



MORE



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MAD's SUPER SIZED 128
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SUPER
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PAGES!

5
MOVIE
& TV
SPOOFS!

A DISTURBING
LOOK AT
TATTOOS!

24
LOST PAGES!
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IMPORTANT DATES THIS MONTH

JULY						
SUN	MON	TUE	WED	THUR	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Co-Dependence Day

Feast of Danny Bonaduce

Bill Rafton's All-Goat Review Opens In Bozeman, MT

Spleen Appreciation Week Begins

Puppet Heritage Day



MORE DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side of 33

SON OF A MILOSEVIC DEPARTMENT

Snappy Answers to Stupid Questions During the Bombing of Belgrade 35

TALES FROM THE DUCK SIDE DEPARTMENT

Flirty Dancing 37

WITHOUT A SWEAR IN THE WORLD DEPARTMENT

The MAD Guide to Cleaning Up Your #!%&*% Vocabulary 38

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy 40

THE STILLS ARE ALIVE DEPARTMENT

The Phantom Menace — Scenes You Never Saw 42

THE LOIN KING DEPARTMENT

The Omahog Steaks Meats by Mail Catalogue 45

GRIEVING LAS VEGAS DEPARTMENT

MAD's Celebrity Cause-of-Death Betting Odds 48

MARGINAL THINKING DEPARTMENT

"Drawn Out Dramas" Various Places by Sergio Aragones Around the Magazine

MAD

Editor's Note

Introduced last month, the new feature called Editor's Note is being discontinued as of this issue.

— The Editors



"Most people don't mind a hard day's work — just as long as they're not in that day!"





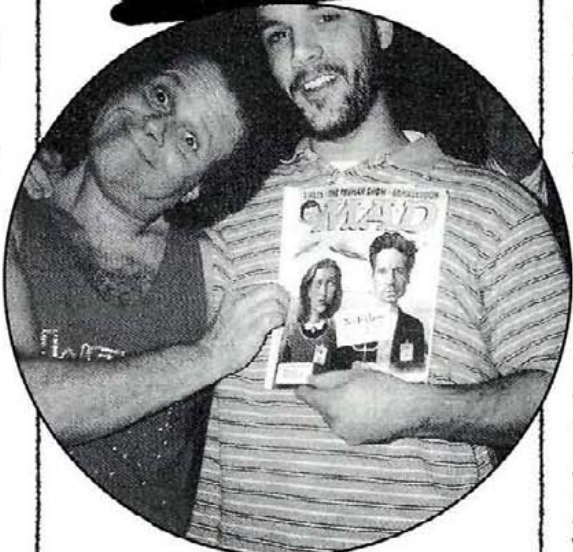
OH SAY CAN YOU CHELSEA?

What's with you people? Don't you know that MAD violated unwritten journalistic ethics by focusing attention on the President's daughter ("MAD Tags Along on a Typical Date with Chelsea Clinton" #379)? Just because *People* magazine would cross the line doesn't mean that MAD has to descend to that rag's abysmal standards.

David Lynch, Willow Grove, PA

Lynchie — Thank you for bringing this to our attention. Your letter was articulate, correct and 100% on point. We have circulated it to all our writers and we can assure you that articles about Bill Clinton's child or any President's child past or future will never, ever see the light of day in MAD. However, in the interest of full disclosure, we feel it necessary to tell you that several articles about Presidents' children have already been purchased and are too far along in production to pull from the magazine. Therefore, please accept in advance our apologies for the following upcoming MAD articles: "You Know George W. Bush is a Nimrod When," "A MAD Peek Behind the Scenes at Trisha Nixon's Tupperware Party," "The Lighter Side of Amy Carter" and "One Fine Day in Bed With The Gore Daughters." We just hope these ideas aren't ripped off by *People* before we have a chance to run them. Happy Reading! —Ed.

MAD CELEBRITY SNAPS



I recently had the chance to meet Richard Simmons and he was generous enough to pose for a picture with me and a copy of MAD #374. So how about it, do I get a free three-year subscription? After 13 years of being a loyal MAD reader it's about time I get some compensation for my suffering!

Tom Ryan, Birmingham, AL

When he's not dealing from the bottom of the Deal-A-Meal deck or suckering 1,000 pound men and women to cry on paid advertisements, tank-top aficionado Richard Simmons finds time to mingle among the little people, namely Tom Ryan of Birmingham, AL, who squeezes us for a three-year subscription. Congrats! —Ed.

HOW TO REACH US
Please Address Correspondence
To: MAD, Dept. 383, 1700
Broadway, New York, New York
10019. MAD welcomes reader
submissions. Manuscripts will not
be returned or acknowledged,
however, unless they are accom-
panied by a self-addressed,
stamped envelope! MAD doesn't
read faxed submissions!

DISSING PERSONS REPORT

I am a student at JWJHS in Rhinelander, Wisconsin. I am writing to ask why you always insult the readers in your Letters & Tomatoes Dept. Don't get me wrong, I think it is a great idea, but I think you are insulting a number of people who want to be taken seriously. I think they should get a life and figure out you're not serious, but you are losing readers by doing this.

Paul Heideman, Rhinelander, WI

At the risk of your being right and us losing yet another reader, we will now insult you, Paulie! We start with a question! What the hell is JWJHS? Is this the kind of place that when you graduate you get your own set of tools? Is it a clown college? Is it accredited by anyone? Is the admission test one of those open book, true or false, marked on a curve deals? Your parents must be very proud! Thanks for writing and see ya at the circus! —Ed.

On the Letters Page in issue #378, you tried to insult Michael Lancione three times by calling him a nimrod. According to the *American Heritage Dictionary of the English Language*, a nimrod is a "hunter" or "a mighty hunter." You schmucks (see your definition of *schmuck* in the same issue!)

Gina Benjamin, Rhinebeck, NY

Benji — You know, in retrospect, it is now clear to us that Michael Lancione is not a nimrod. Rather, he's a putz. You, ma'am, on the other hand, are beyond nimrod, putz and schmuck. You are an uberclod. We'll save you the trouble of looking it up in your trusty dictionary! —Ed.

Uberclod: (oo'bər-klōd) an exceptionally dim-witted putz, a fool of extraordinary proportion. archaic: A yapping lap dog of a circus clown.

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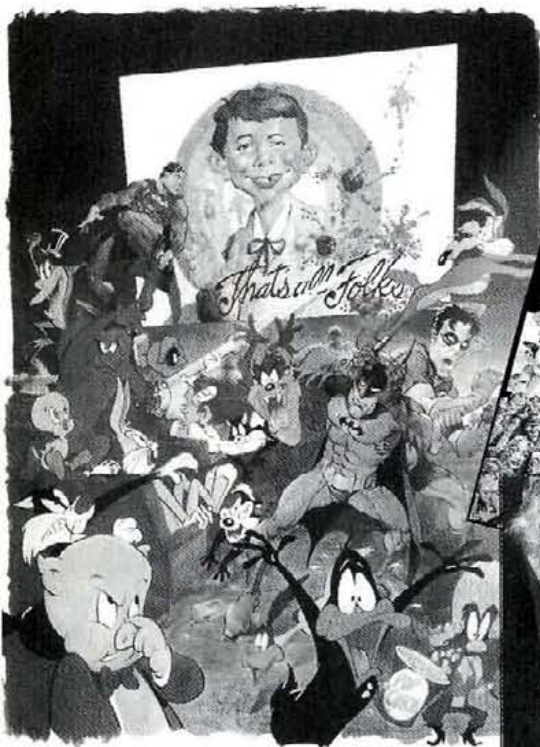
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THE MORT, THE MERRIER



On March 18th at the Warner Bros. flagship Studio Store in New York City, long-time MAD artist Mort Drucker was on hand to sign copies of his new lithograph released in conjunction with the new MAD About the Movies trade paperback. In addition, he put his John Hancock on the book, which satirizes 75 years of Warner Bros. entertainment. It was the highest-attended signing event in the store's history. Thanks, Mort, for making hundreds of fans' dreams come true!

The signed lithograph (pictured here) is still available at the Warner Bros. Studio Store!



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president & editor-in-chief

Paul Levitz
executive vice president & publisher

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editors

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Patrick Caidon vp-finance & operations
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Contributing Artists And Writers

the usual gang of idiots

MAD (ISSN 0091-9219) is published monthly by E.C. Publications, Inc., 1705 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues \$24.00 or 24 issues \$45.00 or 36 issues \$60.00. Outside U.S.A. (including Canada): 12 issues \$30.00 or 24 issues \$57.00 or 36 issues \$78.00. (Canadian price has GST tax included.) Entire contents © copyright 1999 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 50345, Boulder, CO 80322-2345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

THE ANSWER MAD

We continue our feature of answering a letter written to another magazine with a missive sent to *US* magazine's May issue.



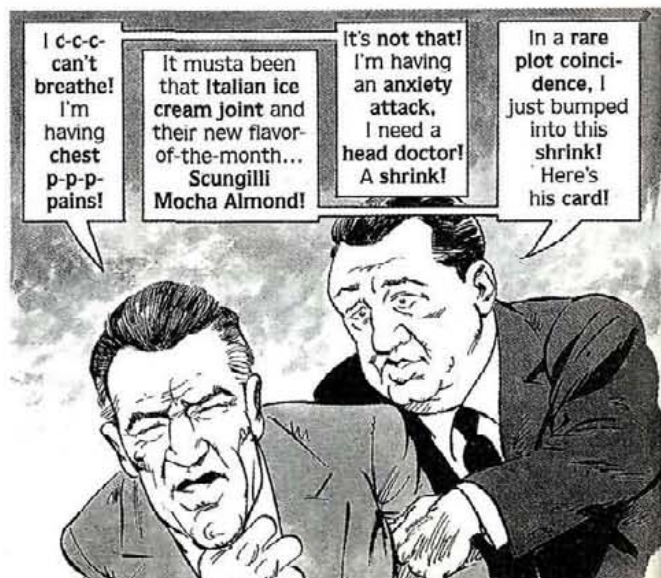
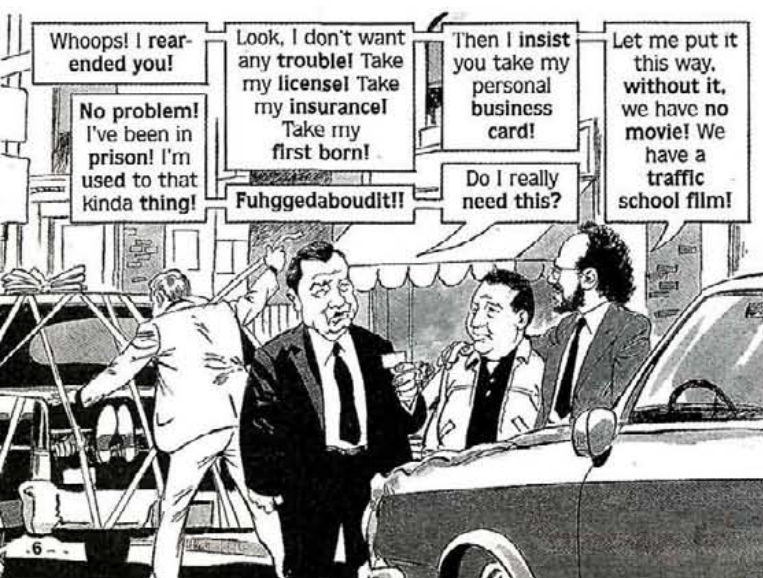
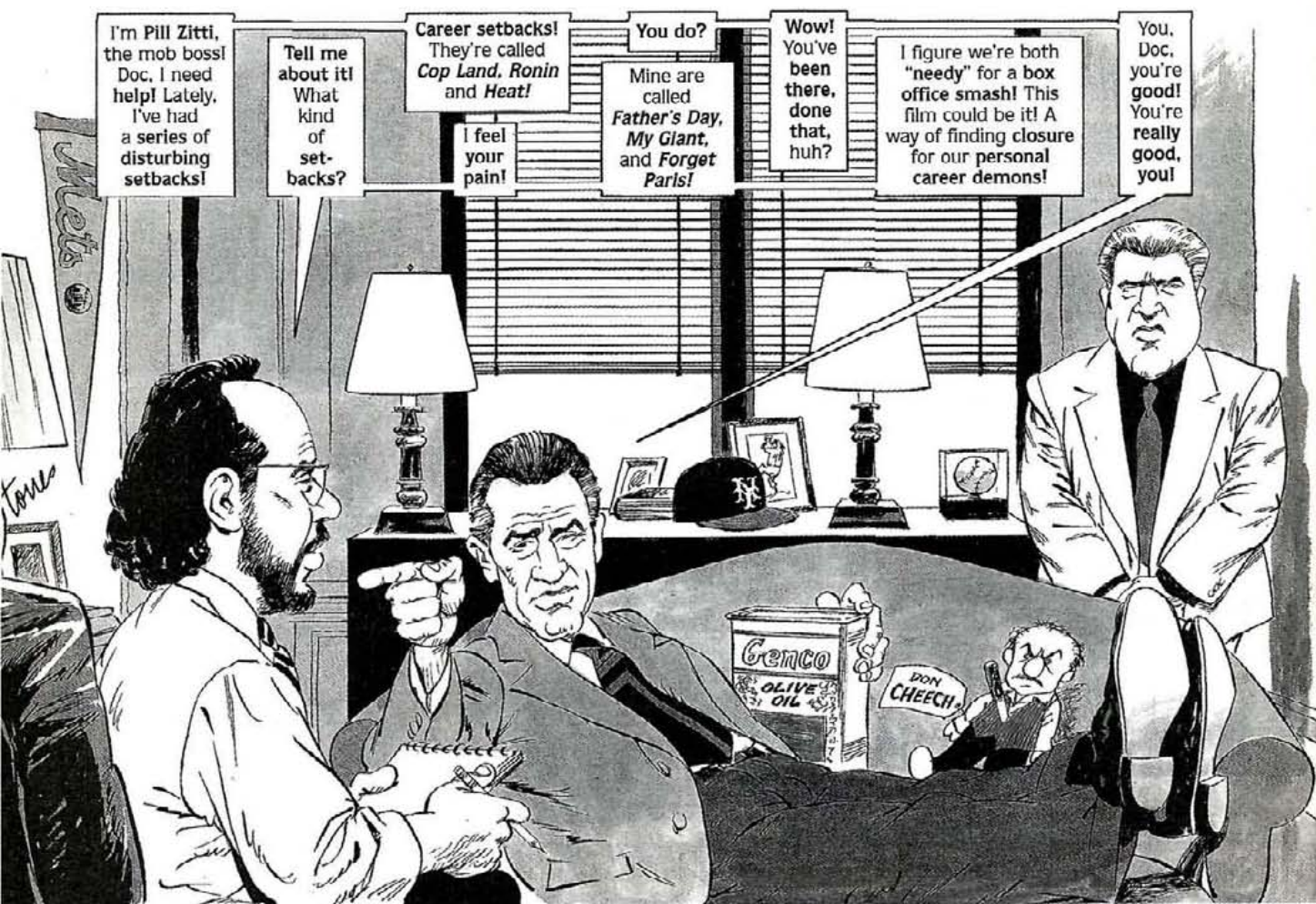
As an avid fan who did not waver during the "bad" times, I admire Kevin Costner ("The Heat Is On," March 1999) for his candidness and convictions. He will continue to succeed because his priority in picking roles is the message, not the money. What a refreshing concept! Thanks, Kevin, for not wavering, for taking chances and for believing in your dreams.

S.T., Lafayette, IN

S.T. — What a wonderfully insightful letter. If your definition of succeeding is picking cinematic gems like *Waterworld* and *The Postman*, then you're right, Kev will "succeed" his way right into Hollywood oblivion! We'll give you a refreshing concept: Hey, Costner, your priority should focus on whether a role is well-written, interesting and comprehensible. S.T., since you admire his candidness and convictions, how about refunding the hard-earned money you poor suckers spent seeing his "dreams" (our "nightmares"). See you at the \$2.00 movie theater for the matinee showing of *Message in a Bottle!* —Ed.



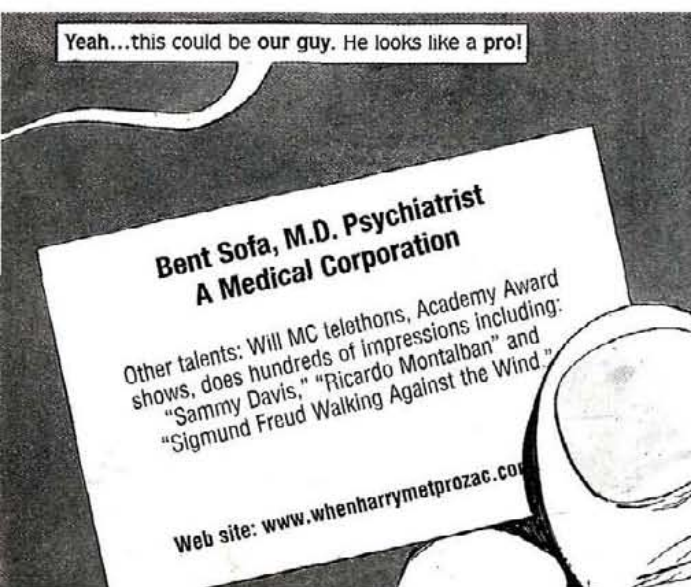
In 1972, MAD spoofed *The Godfather*. In 1974, we parodied *The Godfather Part II*. And just when we thought we were finished, they pulled us back in with *The Godfather Part III*! Recently, there's been a different kind of mobster movie — it's about a wiseguy in crisis. In *The Godfather* they went to the mattresses, in this film they're going to the couches! Seems like they're just begging us to...

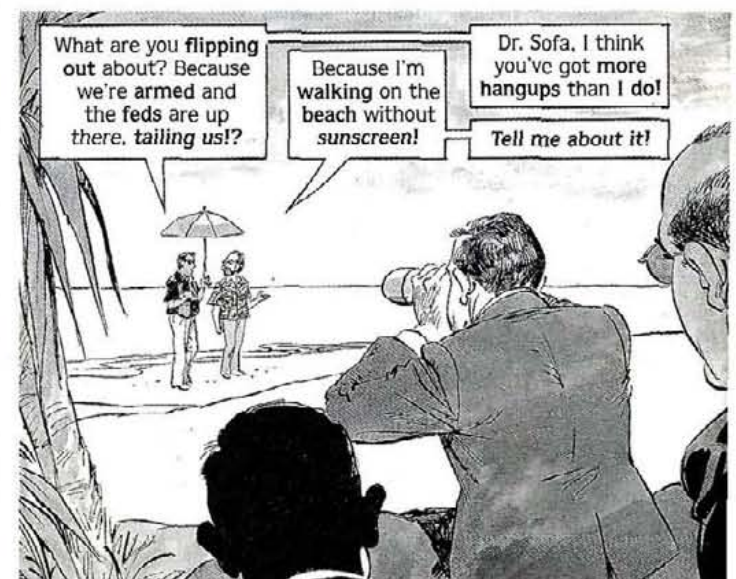
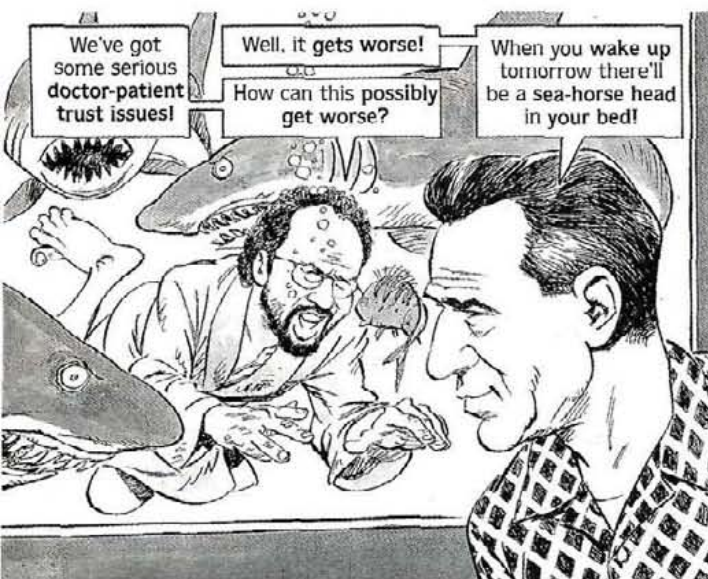


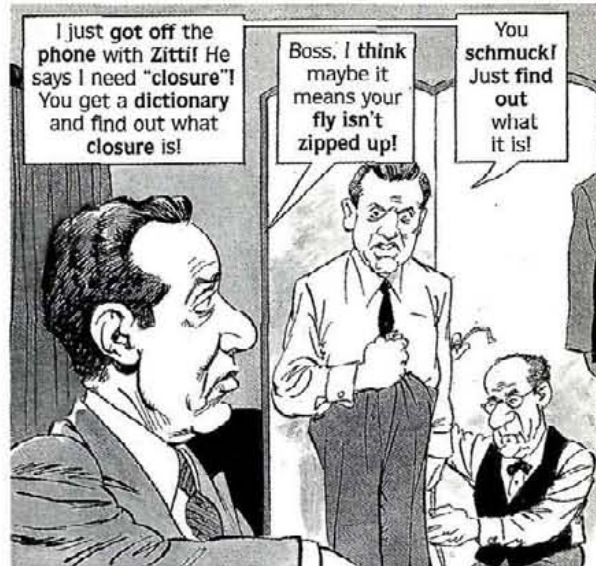
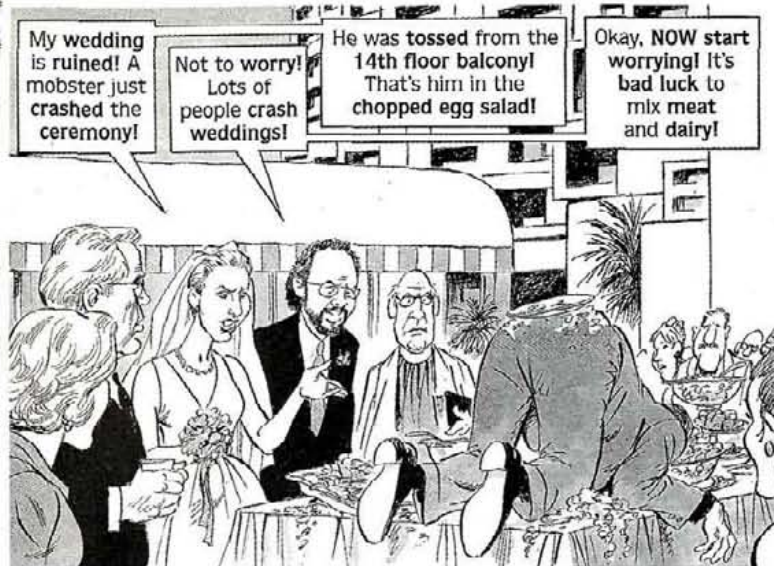
satirize this

ARTIST: ANGELO TORRES

WRITER: JOSH GORDON







Some of you may not know me! My name is Lenny da Groin, also known as Harry da Hernia, Perry da Prostate, Tubby da Tuba, Willy da Wonka, Stan da Man, Leo da Lip, Whoopie da Goldberg, Murray da K and Alistair Cooke! I'm looking around here at all you wiseguys with the broken noses and cauliflower ears and I think I'm at a reunion of the "facially challenged," but I want to tell you all — you look mahvelous...absolutely mahvelous!

Now relax! Nobody's muscling in on your rackets! You'll all keep your territories — the prostitution, gambling, drugs and extortion! Me? I'll be handling all the farfel and noodle pudding east of Peoria! Also, I'll be in control of all Mambo studios in Boca! If anyone cuts in on my action, they're dead brisket! I'll clap your heads with erasers so hard there'll be chalk dust up your kazool Is that absolutely clear!? Okay! That's it! Ba-da-bing, Ba-da-boom! Fuhggedaboudit! Shalom! Incidentally, gentlemen, I have all of Jerry Vale's albums!

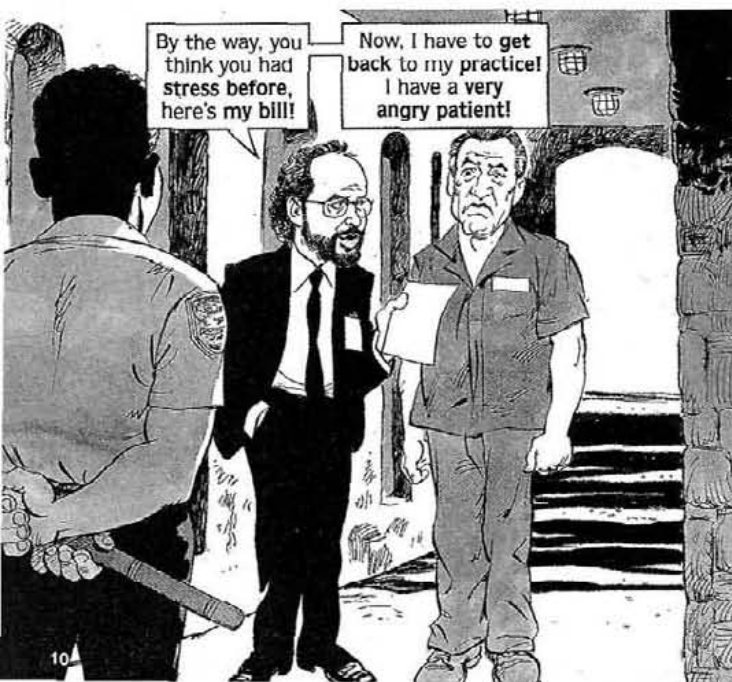


Who the hell is this %\$&#-ing idiot? What's he doing up there?

It's obvious! He's doing leftover dialogue from *Mr. Saturday Night*!

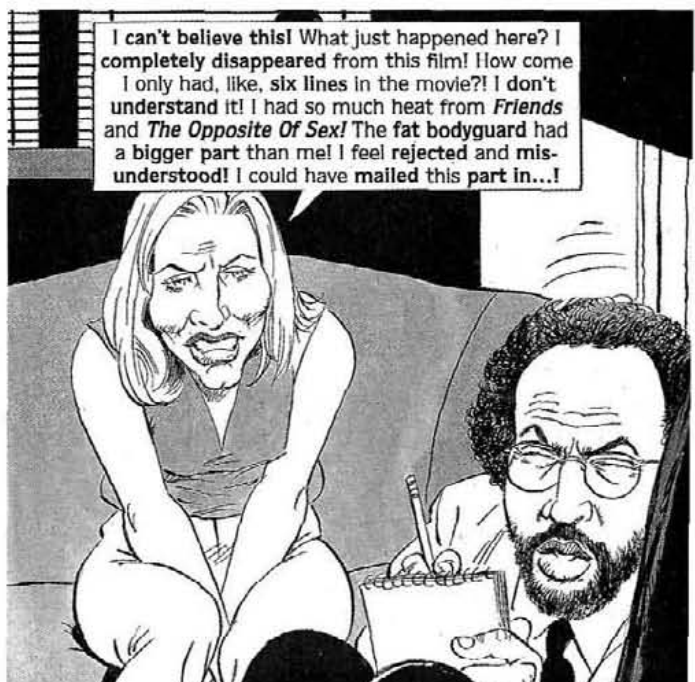
I never saw this punk before! What "family" is he from?

I think the Partridge Family! Although he doesn't seem tough enough!



By the way, you think you had stress before, here's my bill!

Now, I have to get back to my practice! I have a very angry patient!



I can't believe this! What just happened here? I completely disappeared from this film! How come I only had, like, six lines in the movie?! I don't understand it! I had so much heat from *Friends* and *The Opposite Of Sex*! The fat bodyguard had a bigger part than me! I feel rejected and misunderstood! I could have mailed this part in...!



RULES TO NOT LIVE BY DEPT.

Remember that wacky Heaven's Gate cult that committed mass suicide a few years ago? Sure, they were nuts, but you have to give them credit for carefully planning their deaths! From choosing an order in which to kill themselves to deciding what everyone would wear (Nikes and purple shrouds) to artistically positioning their soon-to-be corpses, no detail was overlooked! Why then, we wonder, doesn't everyone prepare for their self-demise as meticulously as they did? Probably because they've never read...

The MAD Book of Suicide Etiquette



*U*nless you were a professional adult video actor in tip-top physical shape — erase, smash and burn all sex tapes of yourself and your mate!



ARTIST: DREW FRIEDMAN

WRITER: MIKE SNIDER

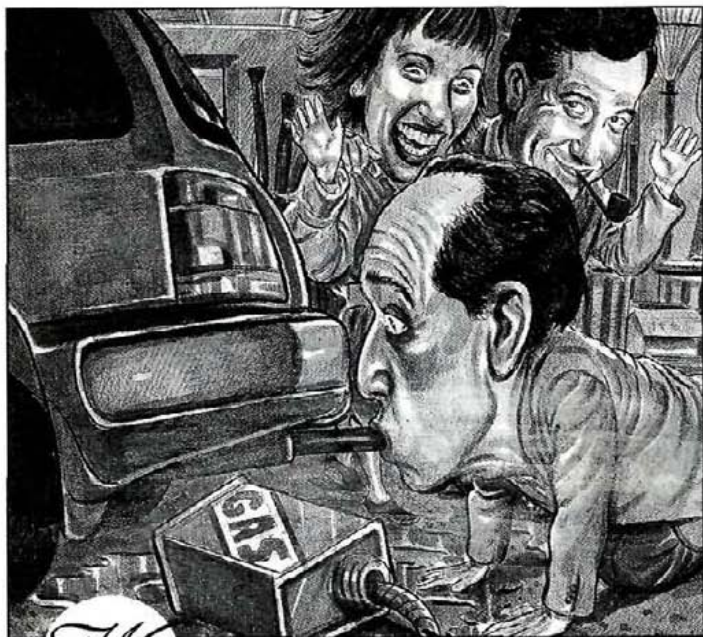


*A*lways make sure to put out enough dog food to last until your body is finally discovered!

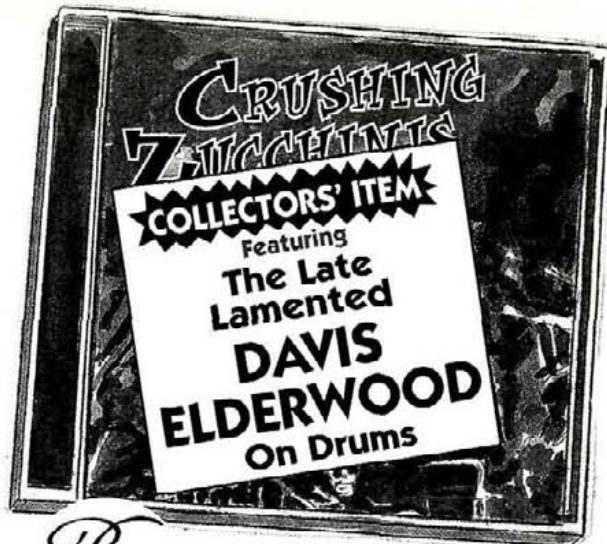
The ^{MAD} Book of Suicide Etiquette



*D*on't be a selfish suicide — consider the feelings of others who may be depending on your continued existence — to land the jumbo jet, for instance!



*W*hen borrowing a friend's car to do yourself in, show your gratitude by making sure there's enough gas in the tank to asphyxiate yourself and get your friend to work the next day!



*R*emember, death equals publicity! If you're a rock musician planning an "accidental" heroin overdose, select a date just prior to the release of your group's next album, to thoughtfully increase your bandmates' royalties!



*D*uring a mass suicide, the polite cult member takes extra care to double up the recipe for cyanide-laced pudding to insure there'll be more than enough to go around!

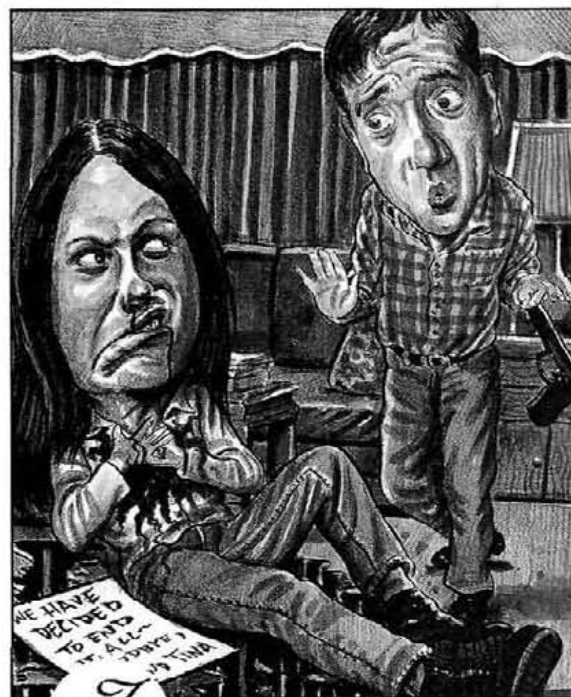




*T*ry and "liven up" what will surely be a somber mood by leaving a suicide note that's entertaining as well as informative!



*D*uring a high-rise plunge, the total despair and hopelessness of the final moment are no excuse for "careless aiming"!



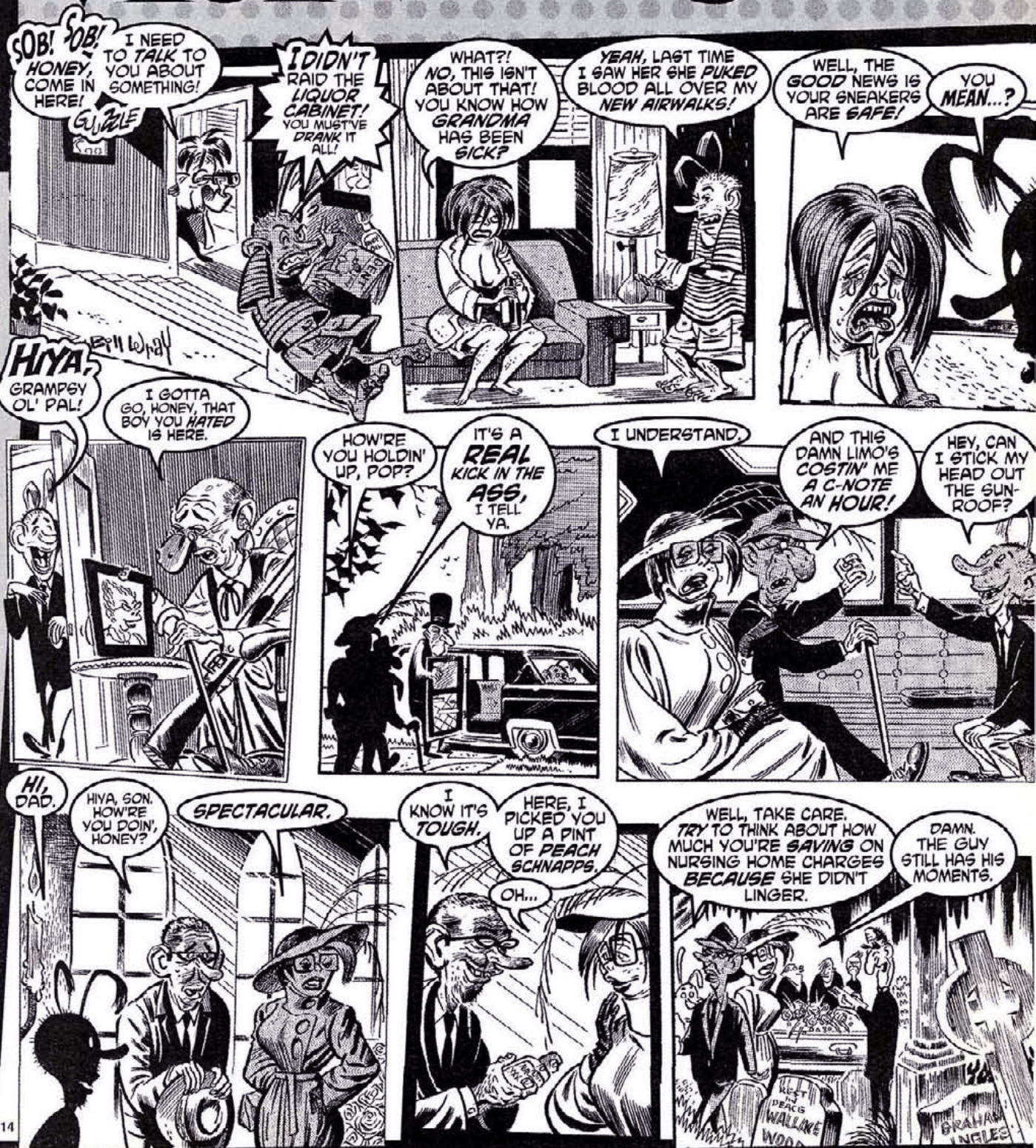
*I*t's considered atrociously bad manners to back out of a murder/suicide pact right in the middle!



*T*he gracious Dr. Kevorkian client sets out enough refreshments for him, his lawyer and the entire 60 Minutes camera crew!



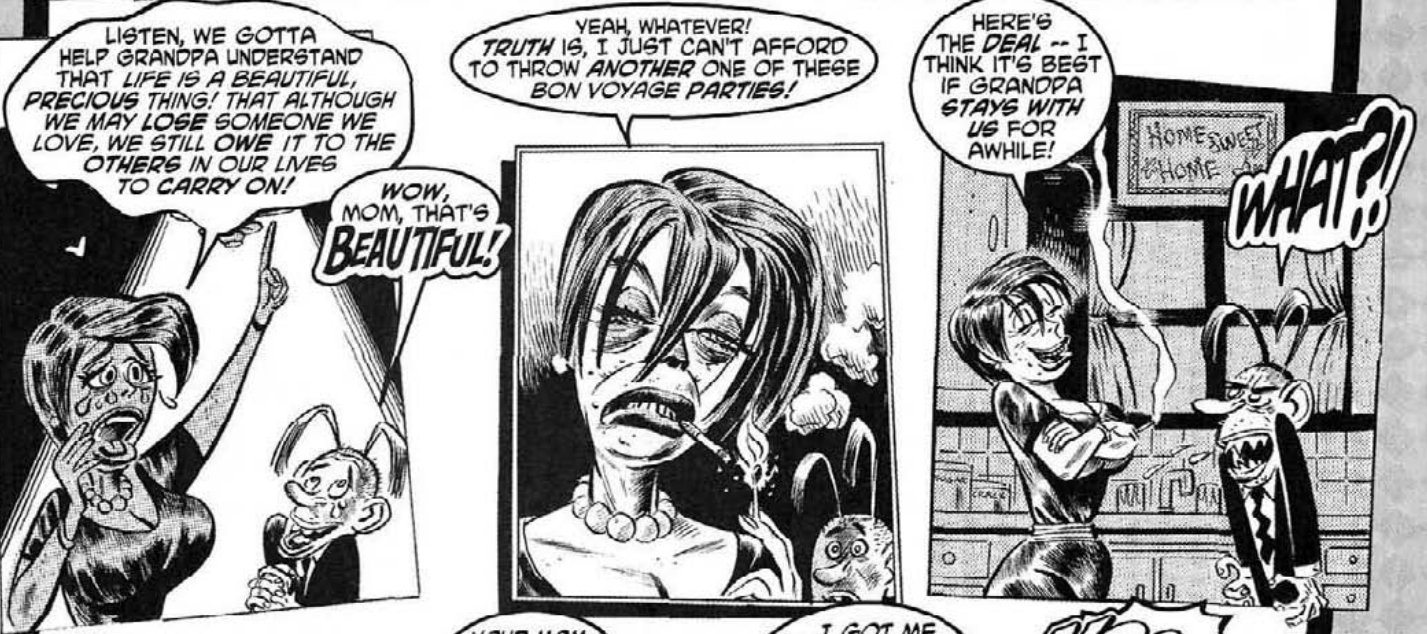
Monty and...



THE FUNERAL

Nothing shapes a young man's life as much as the first time he hears those three little words. You know the ones: "Your Grandma's dead." That's right, sport, time to face up to the fact that we're all mortal!







MARCH 11



Lucasfilm representatives say the security surrounding *The Phantom Menace* is the tightest ever for a motion picture. They assure the press that no unauthorized persons will see the film until it opens May 19th.

MARCH 16



Pirated VHS copies of *The Phantom Menace* go on sale in Hong Kong for \$10.

ARTIST: AMANDA CONNER

WRITER: CHARLIE KADAU

MARCH 23

Entertainment



Entertainment Weekly presents a special issue: *The 100 Greatest Storm Troopers From The Original Star Wars Trilogy*. Topping the list — the one that shoots at Han Solo in *The Empire Strikes Back*, followed by the one Luke shoots in *Star Wars* and then the one Leia pushes over a ledge in *Return of the Jedi*, plus 97 more!

COUNTDOWN TO...

THE PHANTOM MENACE

...A ridiculous recap of the inane, insipid and insignificant incidents leading up to the most highly anticipated movie of all time!

*excluding Weekend At Bernie's II

MARCH



MARCH 31



George Lucas signs one of the most lucrative (and strangest) fast-food cross-promotion deals ever. To get a *Phantom Menace* action toy, you will have to buy a hamburger at McDonald's, bring it to a Burger King for the ketchup and pickles, swing by a Wendy's for the French fries, and finally, drop in at an Arby's for a super-sized cup of Clamato. Despite this, the action toys sell out in less than a week.

APRIL 1



The California Supreme Court refuses to issue an injunction prohibiting the film's release, dismissing a lawsuit filed by former TV star-gnome Adam Rich, who claims young Anakin Skywalker's hair is based on his *Eight is Enough* "salad bowl" cut.

COUNTDOWN TO... THE PHANTOM MENACE



APRIL 9



Super *Star Wars* fan Stan Mickens begins camping out in front of the Palace Theater in Butte, Montana, the first person in America to get on line to see *The Phantom Menace*.

APRIL 14



Time and *CNN* report that the Ewok costumes used in *Return of the Jedi* were made of Chinese dog fur. Two days later, the report is proven to be false, and a red-faced Peter Arnett is again forced to apologize to the world.

APRIL 21



The frozen, lifeless corpse of Stan Mickens, who camped out without bringing food, water or a heat source, is removed from the front of the Palace Theater in Butte, Montana, the first person in America to croak while waiting to see *The Phantom Menace*.

APRIL 29

Entertainment



C3PO OH NO!

Entertainment Weekly presents a special issue: *The 100 Top Unfounded Rumors We've Heard About The Phantom Menace*. #1: In the middle of the film, Obi Wan Kenobi and C3PO discover a forbidden love that dare not speak its name, even in a galaxy far, far away.

MAY 19 THEATER

PHANTOM
MENACE

FOOTLOOSE
II

The film has received so much pre-release hype that everybody figures they'll be smart, skip the opening weekend mobs and go in a week or two. *Star Wars: The Phantom Menace* has an opening weekend gross of only \$6.2 million, one of the weakest in history, trailing *The Postman* and even *Eight Heads in a Duffel Bag*.

MAY 14

Jay Leno makes the inevitable joke that Samuel L. Jackson's big scene in the movie is when he asks Yoda if he knows what a Quarter Pounder is called on Tatooine.

MAY 13

Dennis Miller makes the inevitable joke that Samuel L. Jackson's big scene in the movie is when he asks Yoda if he knows what a Quarter Pounder is called on Tatooine.

MAY 11

Entertainment
WEEKLY



Entertainment Weekly presents a special issue:
The 100 Greatest Articles We've run
on *The Phantom Menace*
this year.

APRIL 30



The Ain't It Cool News Website takes a blow to its credibility when its highly-promoted secret stills of the creepy new aliens from the movie turn out to be nothing more than nude pictures of Dr. Laura Schlessinger.

MAY 3



While appearing on *Live With Regis and Kathie Lee*, actor Ewan McGregor takes part in a light saber demonstration that goes horribly wrong. The next day's show is the first with its new name, *Live With Regis*.

There's a politician on the scene who towers above all others! It's Jesse "The Body" Ventura, the former wrestler who body slammed his way into the Minnesota governorship! And with the ratings for Raw and Monday Nitro about 16,780,000% higher than Face the Nation's, this is one political trend that'll snowball! So whatcha gonna do when wrestling fever overruns the Congress, and we face...

THE JESSE VENTURIFICATION



Are you ready? Are...you...r r r
r-rrready? For the hundreds of
lobbyists in attendance, and
the two dozen watching at home
— ladies and gentlemen, let's
get ready to see responsible,
bipartisan statesmanship
CRRRRRRUMMMMMMBLLLLL!!!

I'm so pleased to meet
you, Mr. Savage! I
remember watching you
wrestle when I was
just a young boy!

Oooohh,
ycaaaahhh,
thank you,
Senator
Thurmond!

Hold on a second,
Mystery Man! You look
very familiar behind
that mask! Are you sure
you're a newcomer
to this Congress?

Somebody's been
messin' with my
brother, Jeb Bush!

And anybody who
messes with my brother
messes with me!

Tell
em,
Dad!

Barney Frank, I'm not a man to make idle
threats. Uh-uh, no sir, don't do it. Let me tell
you this, however — it would be...prudent...
to sleep with one eye open! Cat naps from
now on, no snooze alarm, pleasant dreams!
Because if I taught my boys anything, it's
how to inflict a thousand points...of pain!

RRRAARR,
RAAAARRRIII

HRRRrrrr!!!

THE JESSE VENTURIFICATION OF U.S. POLITICS

It's true that I used to call myself "the best there is, the best there was, the best there ever will be"! I was also known as the "excellence of execution"! But I've found that politics is a little more complicated than the simplistic world of wrestling! And you cannot govern on a handful of stupid slogans!

It's the economy, stupid!

Just say no!

Read my lips, no new taxes!

I feel your pain!

Under my Health Care Reform Bill of Rights, never again will someone with a steel chair wrapped around their head have to wait three hours for proper treatment! Never again will the cost of removing spray paint be the responsibility of the victim! My plan is the most comprehensive — providing 100% coverage for eye gouges, low blows, shock sticks, falling off a steel cage, being buried alive, handcuff burn, concussions from the Singapore Cane, choke slams, getting hit with a ladder, snake bites, being thrown off a balcony, getting crotchted on a ringpost, steroid poisoning, suffering a super-kick, intentional strangulation, tripping over a midget, barbed-wire death match punctures, getting crushed by the ring steps, post-pile-driver syndrome...

HAVE A NICE TRIP?

Bill Clinton! You destroyed my hired killer, Newt Gingrich! Next, I sent my monster Tom Livingston after you... but you ran him out of the House of Representatives! But I'm not finished with you, Clinton! You're going down! Beware of the 175 pounds of rage that is DENNIS HASTERT (R-ILL)!!!!

Poor Paul Bearer — this hasn't been an easy year to be a Republican manager!

Dear heavens, look at that poor man! Did he just fight the entire NWO? Did he survive the Royal Rumble?

Worse than that! He just came back from a taping of *The McLaughlin Group*!

PLEASE... KILL ME!

An Important Message From The Law Firm of LOW, ROTTEN, SCUMBAG & SNAKE

CALL NOW! 1-888-SUE-FOR-CASH

- If you've been injured in an accident in a car, on the street, on your job or in a dream, **WE CAN GET YOU MONEY!**
- Whether you've suffered a broken leg, a broken arm, a broken fingernail, a minor paper cut or a bruised ego, **WE CAN GET YOU MONEY!**
- Whether you've endured mental anguish because of a divorce, separation, bad blind date, lost football bet or from purchasing overripe produce, **WE CAN GET YOU MONEY!**
- Visit Low, Rotten, Scumbag & Snake, the Professional Accident Appraisers! Even if you think the accident is your fault! Even if several dozen witnesses are sure the accident is your fault, **WE CAN GET YOU MONEY!**
- Suppose you drive recklessly through a red light and run over five or six people because you're stinking drunk. That doesn't mean it's your fault. In fact, it was your poor work environment that drove you to drink, and who's responsible for that? Your employer! If it wasn't for him, you never would have been charged with vehicular manslaughter. He should **PAY YOU AND US! AND HE WILL!**

- Remember, **WE CAN GET YOU MONEY!** Not only have we collected **BIG** sums for secondhand smoke claims, but we've collected even **BIGGER** sums on third-, fourth-, and fifth-hand smoke claims! Our success rate is amazing! In one case, we were able to get a woman ten years back pay, five years severance pay and two years vacation pay, despite the fact that she **NEVER HELD A JOB!**
- Our team of specially-trained doctors can provide you with the kind of medical reports you need to collect **BIG!** And best of all, they're so skilled, they can diagnose broken bones, whiplash and compound fractures over the phone! No bothersome office visit is ever needed!
- And here's **OUR GUARANTEE:** If we don't collect on your behalf, you are only responsible to pay your share of the bill!



You'll have peace of mind knowing that our team of attorneys has over 227 years of experience, 191 of them behind bars! WE'LL STOP AT NOTHING TO GET YOU MONEY!!

WE SPECIALIZE IN:

- ★ Wrongful Death
- ★ Rightful Death
- ★ Hot Iron to Face
- ★ Balloon Animal Tragedy
- ★ Exploding Jaw
- ★ Toboggan Hit and Run
- ★ Animal Perjury
- ★ Unexpected Rain

- ★ Ticker Tape Deaths
- ★ Slot Car Mishaps
- ★ Imagined Dismemberment
- ★ Wok Burns
- ★ Catastrophic Diarrhea
- ★ Convenient Amnesia
- ★ Swallowed Golf Club
- ★ Self-Inflicted Wedgie

- ★ Sap Bites
- ★ Parade Float Whiplash
- ★ Rabbinical Malpractice
- ★ Dislocated Hat
- ★ Limp Wrist Injuries
- ★ Ingrown Toe Nails

- ★ Outgrown Nose Hairs
- ★ Animated Rodent Attack
- ★ Unicycle Spinout
- ★ Loan shark Beatings
- ★ Testicular Infestation
- ★ Pants Fires

PHOTOGRAPHER: IRVING SCHILD
WRITER: DICK DEBARTOLO

**Stutterers
welcome!**

**We habla
español and
ebonics!**

**We handle EVERY
kind of case,
even legitimate
ones during our
slow time!**

WE ACCEPT

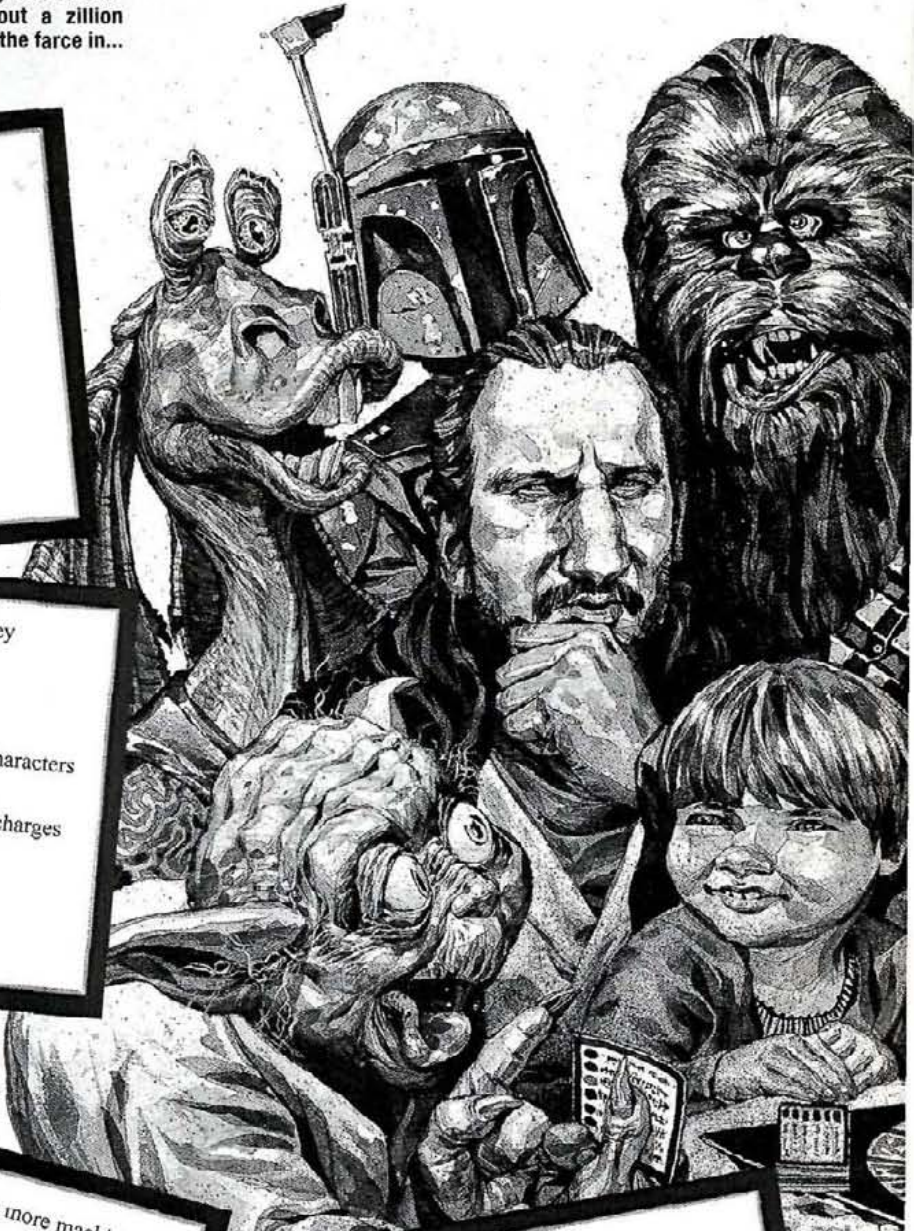




It seems that good old George Lucas didn't make enough billions off the hordes of *Star Wars* fans out there. Nope, even with all the movies, toys, costumes and videos, some flunky in George's marketing department told him that there was a few bucks more to be drained out of his most loyal fans. So before you could say Obi Wan Kenobi, out came a special edition of the game *Trivial Pursuit* chock full of mind-numbing questions about Luke, Darth and the boys. Think you know everything about *Star Wars* just because you've seen the trilogy "about a zillion times?" Don't bet on it, Yoda Breath! Prepare to feel the farce in...

MAD

STAR

- 
- YO • Where did the Death Star's thermal exhaust port lead directly to?
 - UAR • According to Obi Wan, what can have a "strong influence on the weak minded?"
 - EAB • According to the trailer for *Episode 1 - The Phantom Menace*, "every saga has what?"
 - IG • Why were Luke and Leia hidden at birth, according to Obi Wan?
 - MOR • Who told Luke "you can't hide forever?"
 - ON • Luke was urged to feel what?

MAD STAR WARS

Trivial Pursuit

- YO Bayonne, New Jersey
- UAR Scientology
- EAB Several licensable characters
- IG To beat the hospital charges
- MOR Salman Rushdie
- ON Obi Wan's goiter

- YO • Who was described as "being more machine than man?"
- UAR • What did Han yell after he blasted the Death Star?
- EAB • What event caused "a great disturbance in the Force" according to Obi Wan?
- IG • What did Luke not know the power of, according to Darth Vader?
- MOR • According to Yoda, what does a Jedi never use the Force for?
- ON • Who played Chewbacca in all three movies?

MAD STAR WARS

Trivial Pursuit

- YO Al Gore
- UAR "I'm goin' to DisneyWorld!"
- EAB Jabba's indigestion
- IG The Toy Licensees
- MOR To win at the craps tables in Vegas
- ON Barbra Streisand

WARS

Trivial Pursuit



YO • It is the official web-site address for the new *Star Wars* Trilogy?

UAR • By the end of *Return of the Jedi*, what was completely destroyed?

EAB • Before any successful attack on the Death Star could be attempted, what had to be deactivated?

IG • What were C3PO's first words upon seeing an Ewok?

MOR • What passenger vehicle hovers a short distance above the ground?

ON • What was the "gift" Luke gave to Jabba the Hutt?

STAR WARS Trivial Pursuit

YO www.Geekboys.com

UAR Mark Hamill's acting career

EAB The audience's sense of plausibility.

IG "Dr. Ruth! What are you doing here? Oh my!"

MOR The new Volkswagen Beetle on rainy days

ON A deck of Richard Simmons' "Deal A Meal" cards

STAR WARS Trivial Pursuit

YO • This loathsome creature has a lipless mouth and a slug-like body.

UAR • Chewbacca was one.

EAB • Who did Yoda claim to have watched for a long time?

IG • It is also known as "The Phantom Menace."

MOR • According to Obi Wan, what "binds the entire galaxy together"?

ON • Who did Luke describe as a "strange old hermit"?

STAR WARS Trivial Pursuit

YO Linda Tripp

UAR A member of the Hair Club for Wookies

EAB Dick Clark

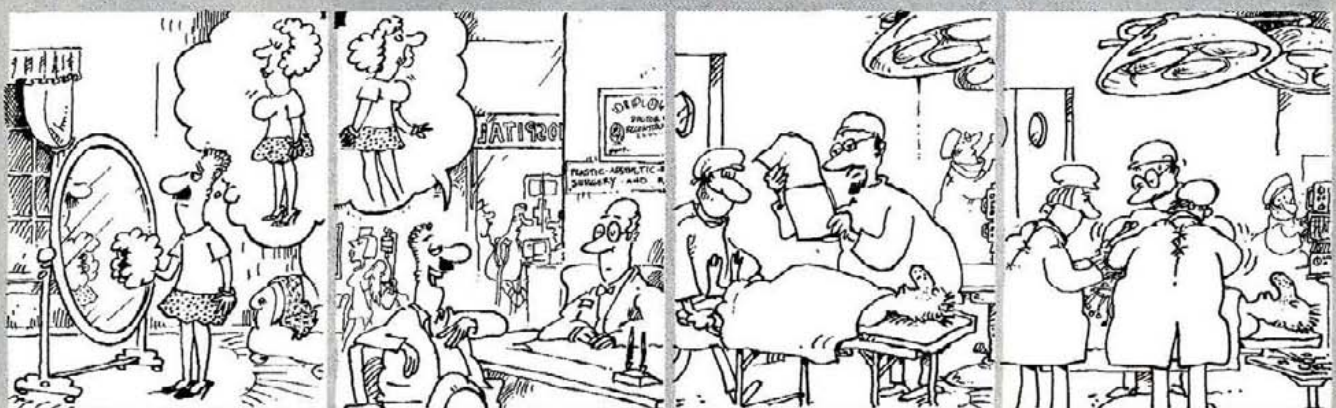
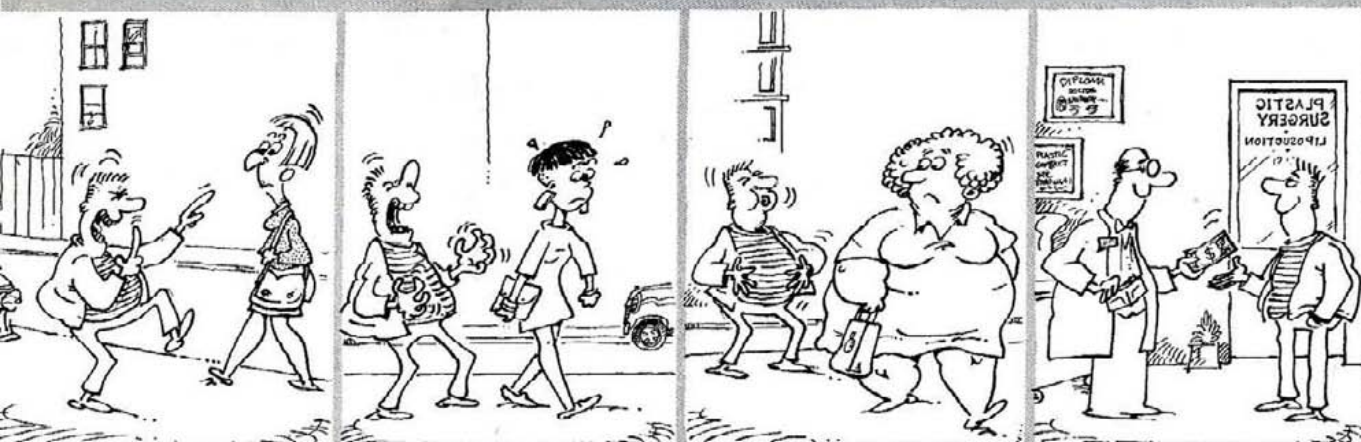
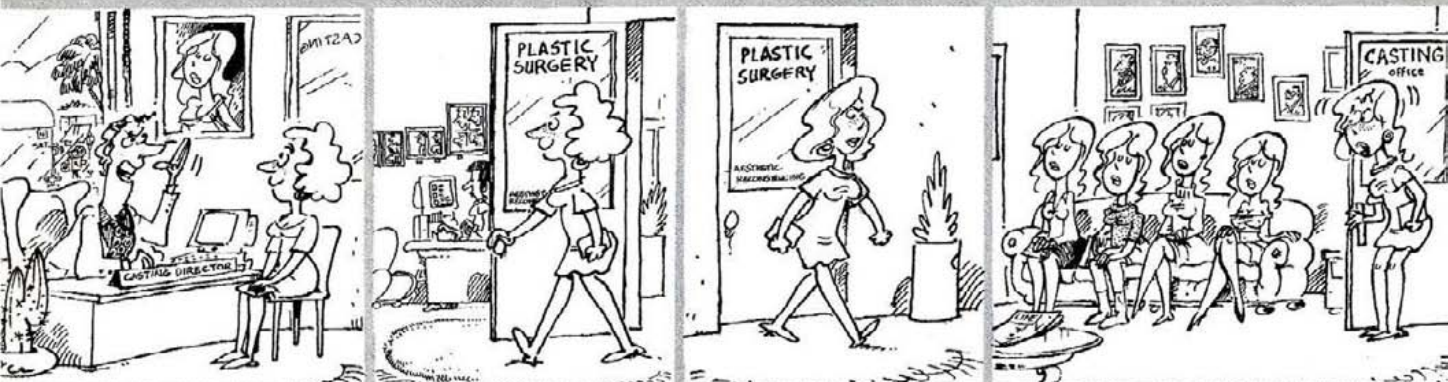
IG The IRS

MOR Hatred of Kathie Lee

ON Andy Rooney



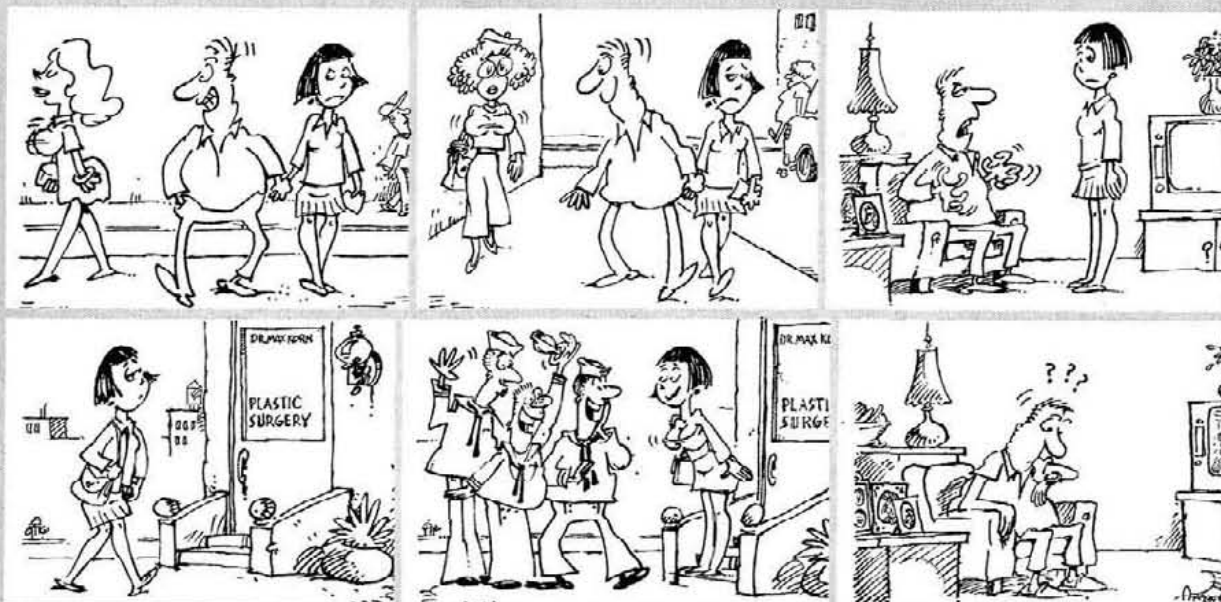
A MAD LOOK AT PLAS



PLASTIC SURGERY

ARTIST AND WRITER: SERGIO ARAGONES

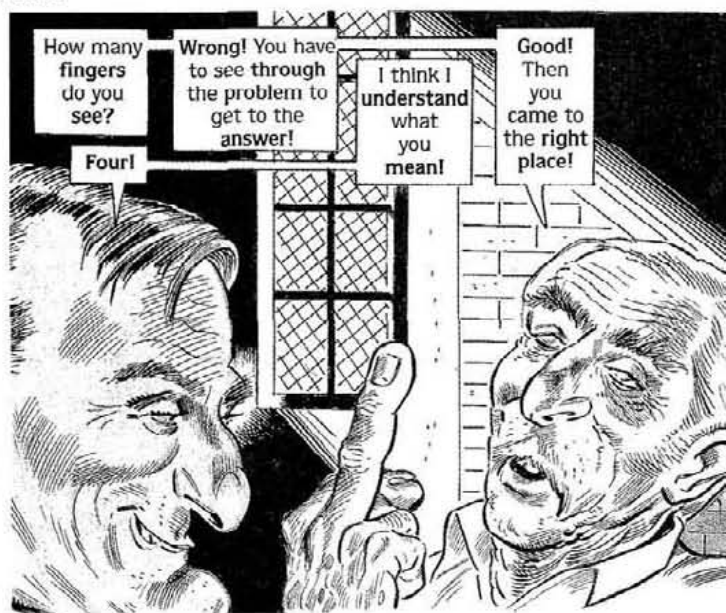


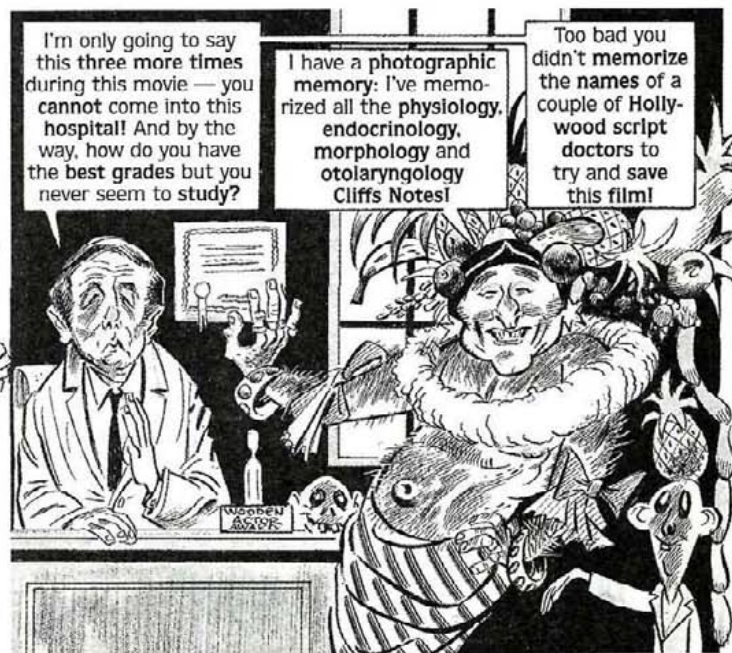
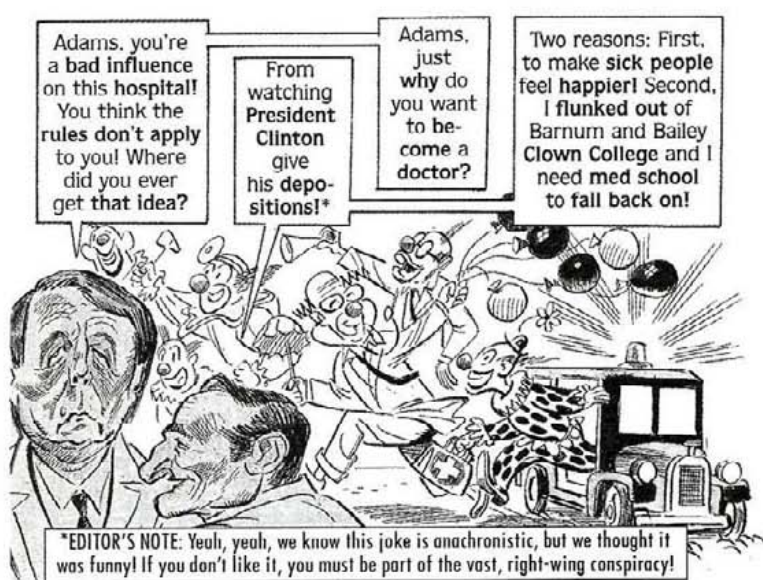


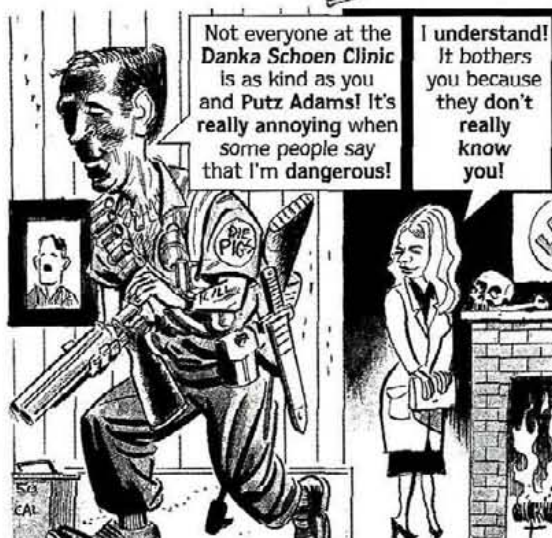
Now at last all you cheapies can be big sports by renting my movie on video for a buck and a half instead of spending eight dollars at the theater! You should also know that this film is based on a true story, only the facts have been changed to allow me to be both wildly manic and cloyingly sentimental at the same time!

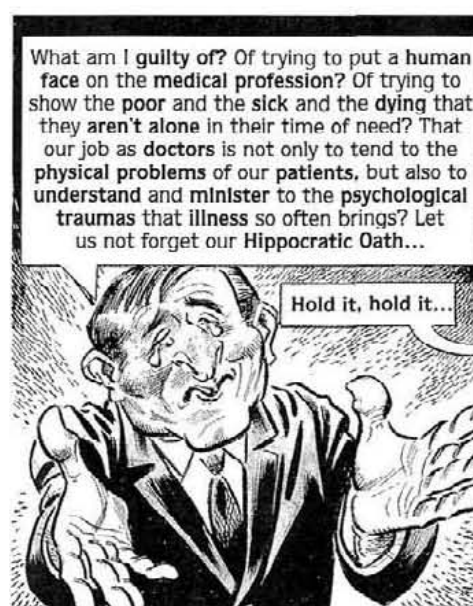
PUTZ ADAMS

ARTIST: BILL WRAY WRITER: STAN HART









EPILOGUE: In November, 1998, Dr. Putz Adams opened the doors of his Danke Schoen hospital. Over 2,500 patients have been treated with his unique methods. As of this date, there are no known survivors.



THE LIGHTER SIDE



JUSTICE

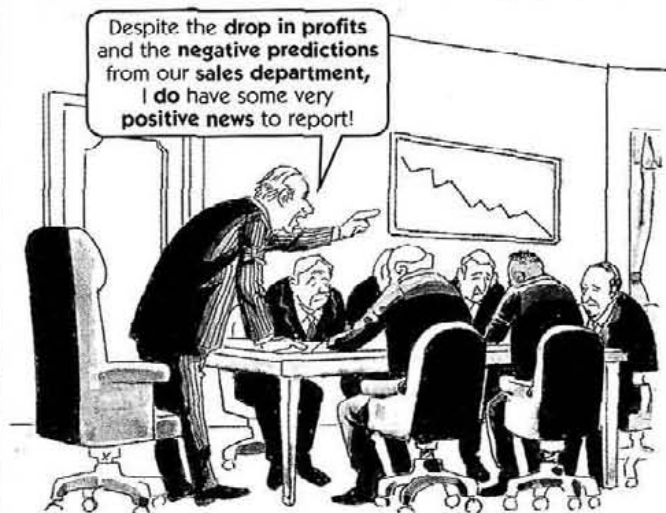


REASONING

ARTIST AND WRITER: DAVE BERG



CORPORATE THINKING



FORCE



DIETING



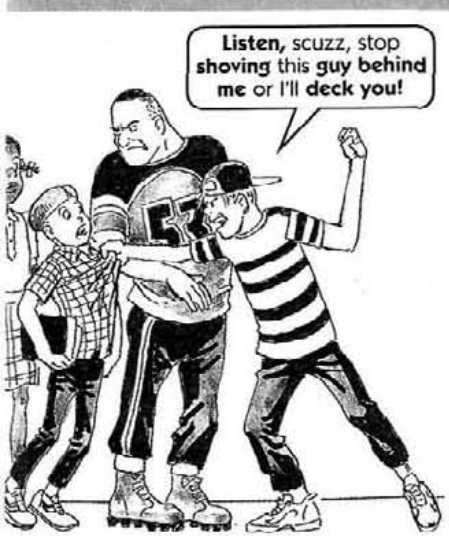
COMMUNICATION



RELATIONSHIPS



FASHION



THERAPY



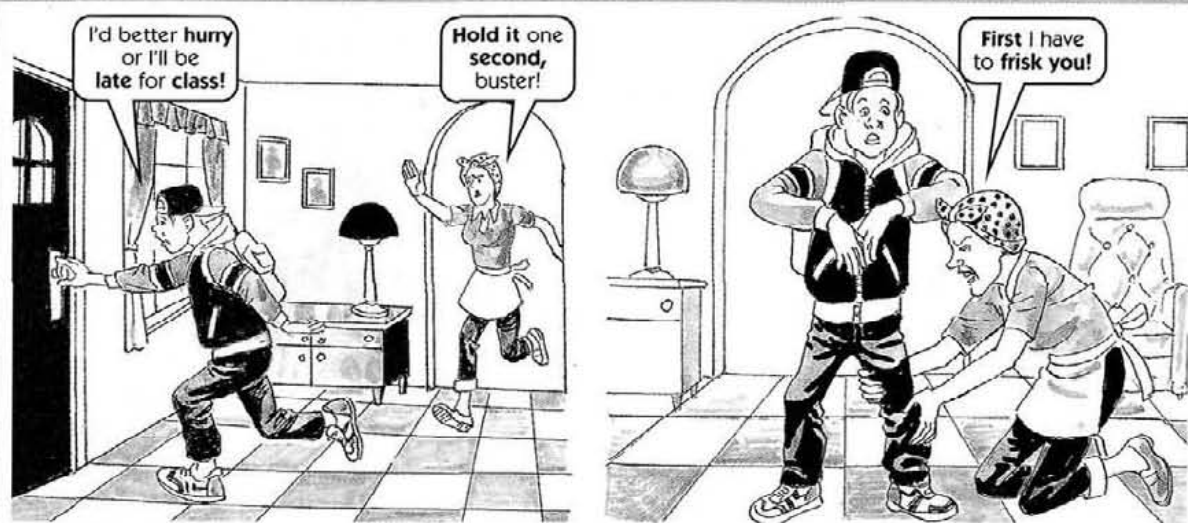
INTEGRITY



THE OFFICE



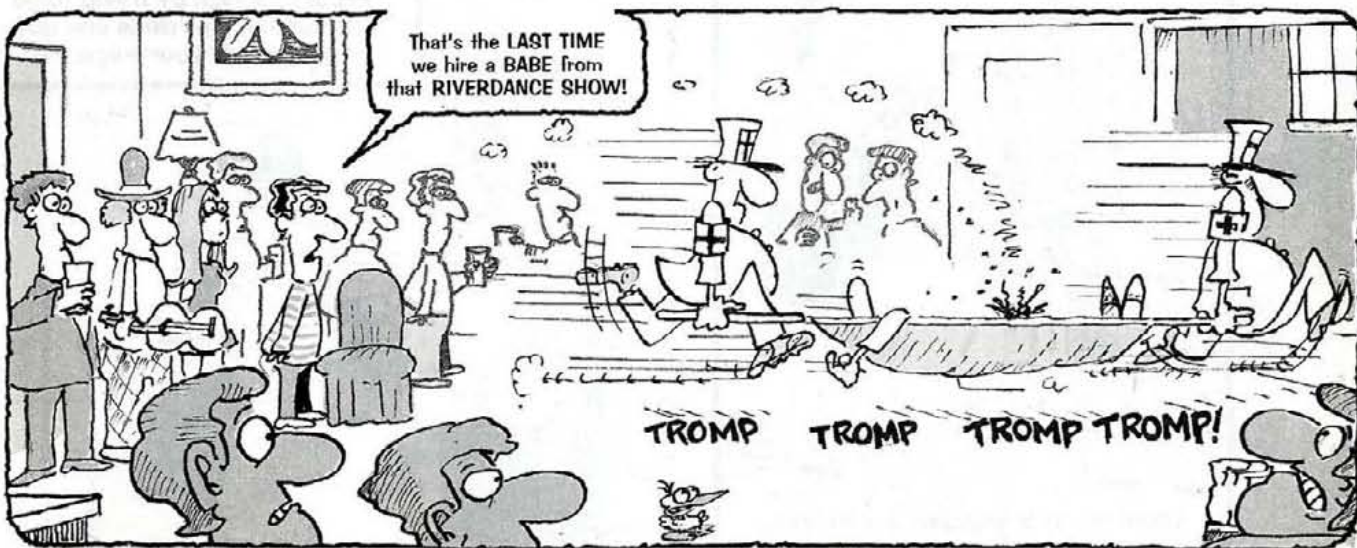
SCHOOL



DOCTORS



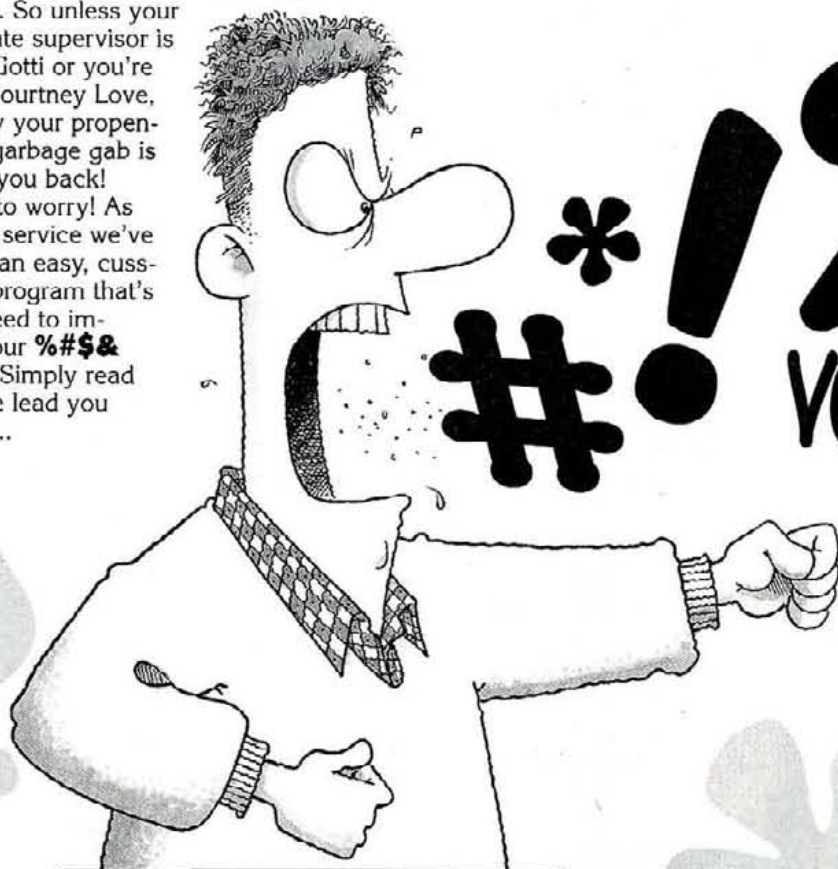
TALES FROM the DUCK SIDE FLIRTY DANCING





Do you have a filthy %\$^#*& mouth?

Do you regularly use the %\$#&^#@ F-word? Has George Carlin ever threatened to wash your %\$#&^#! mouth out with soap? Did Mike Tyson ever ask you to watch your #&^% language? If you answered "%\$#&^* yeah!" to one or more of these questions, you have a serious social problem. So unless your immediate supervisor is named Gotti or you're dating Courtney Love, it's likely your propensity for garbage gab is holding you back! But not to worry! As a public service we've devised an easy, cuss-cutting program that's guaranteed to improve your %\$#& lexicon. Simply read on as we lead you through...

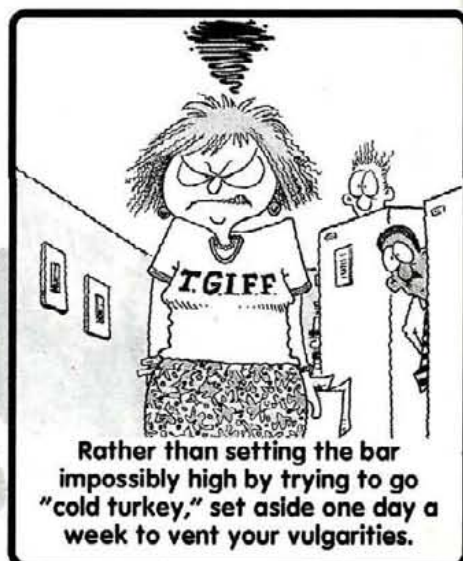


The MAD Guide to Cleaning Up Your

!%& VOCABULARY



Learn to say it with flowers instead.



Rather than setting the bar impossibly high by trying to go "cold turkey," set aside one day a week to vent your vulgarities.



Whenever possible, resort to a rebus.

@#

HI! MY NAME IS
RUDY, AND I GOT
A MOUTH LIKE A
☆#!@ SEWER...
OOOOPS!



Form a local chapter of Obscenity Anonymous.

FUDGE!!!

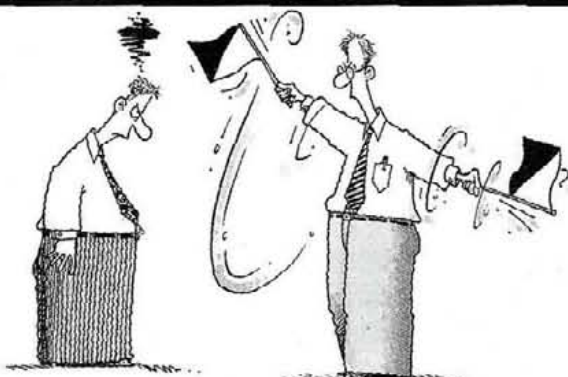
Every morning, before
leaving home, bang your
thumb with a hammer.
Repeat until every
conceivable vulgarity is
out of your system.



HEY! I GOT A ~~REYOKEN~~ ^{REYOKEN} ~~BEYAPH~~ ^{BEYAPH} ~~REFRESHING~~ ^{REFRESHING} ~~SPUNNABEE~~ ^{SPUNNABEE} ~~SPLENDID~~ ^{SPLENDID} IDEA! LET'S
GRAB A COUPLE OF ~~BEYAPH~~ ^{BEYAPH} REFRESHING BREWS
AND CATCH A ~~SPUNNABEE~~ ^{SPUNNABEE} SPIRITED BALL GAME!



Spend more time around people
who are less likely to cuss.



Get the seven basic bad words off your chest in
a civil manner, while, at the same time, enjoying
the aerobic benefits of semaphore.

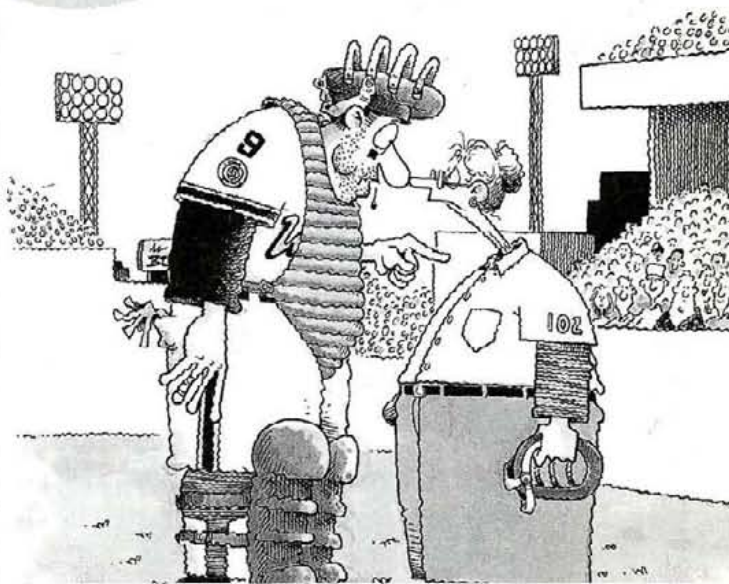
AAAAAW !!!

ASTERISK! EXCLAMATION POINT!
COLON! SATURN! STAR!
AMPERSAND!



SMASH!

Get in the habit of verbalizing the comic
strip versions of what you're trying to say.



Try picturing your mother in place
of the target of your wrath.

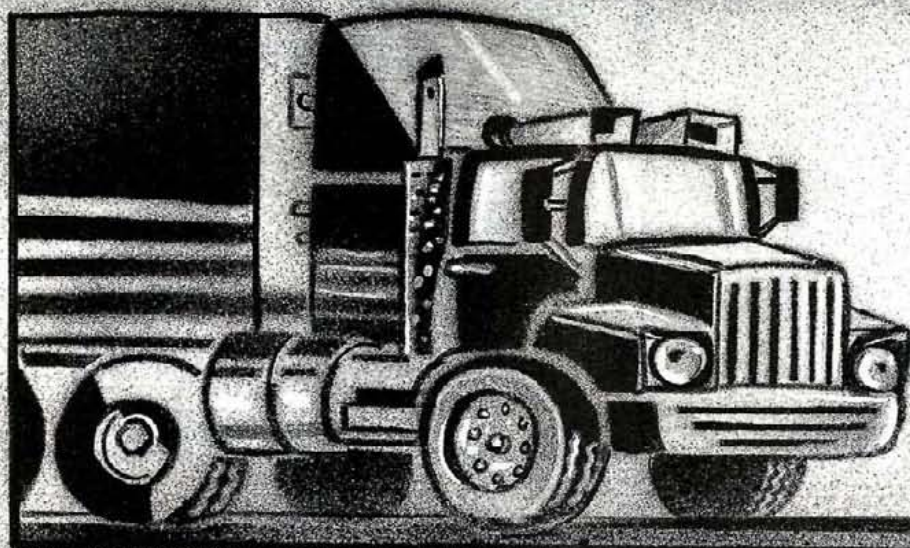


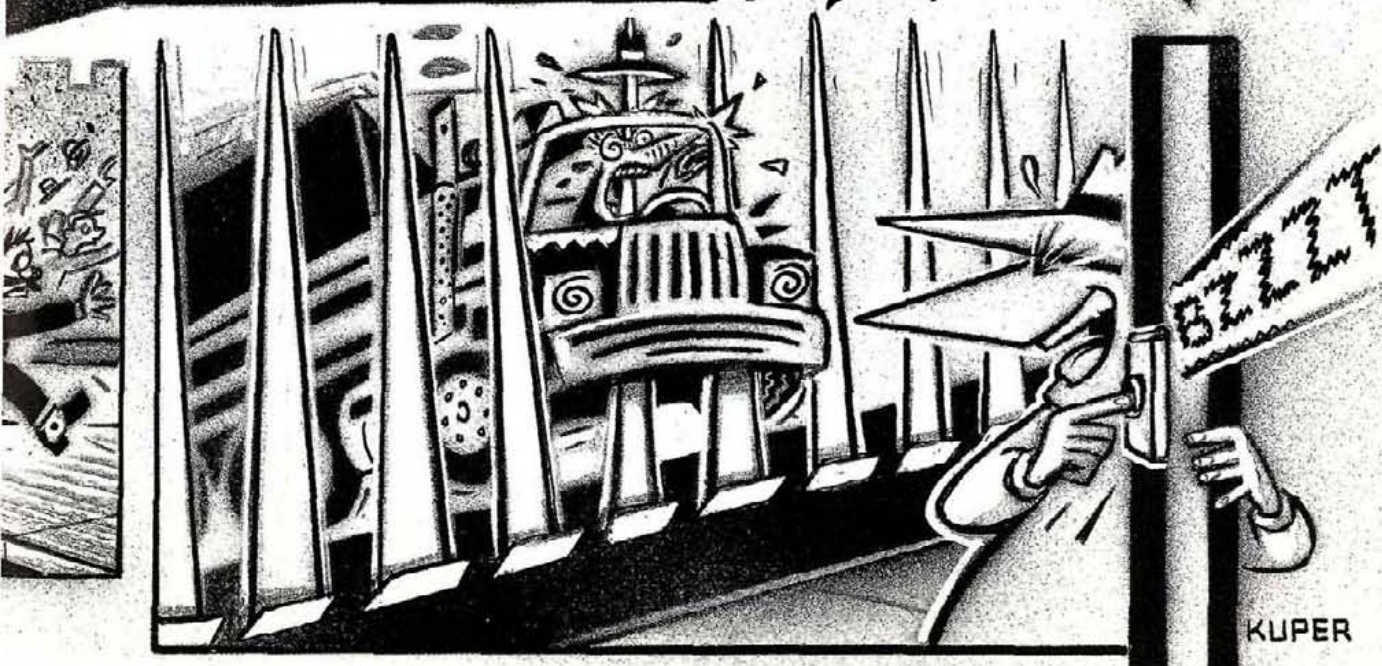
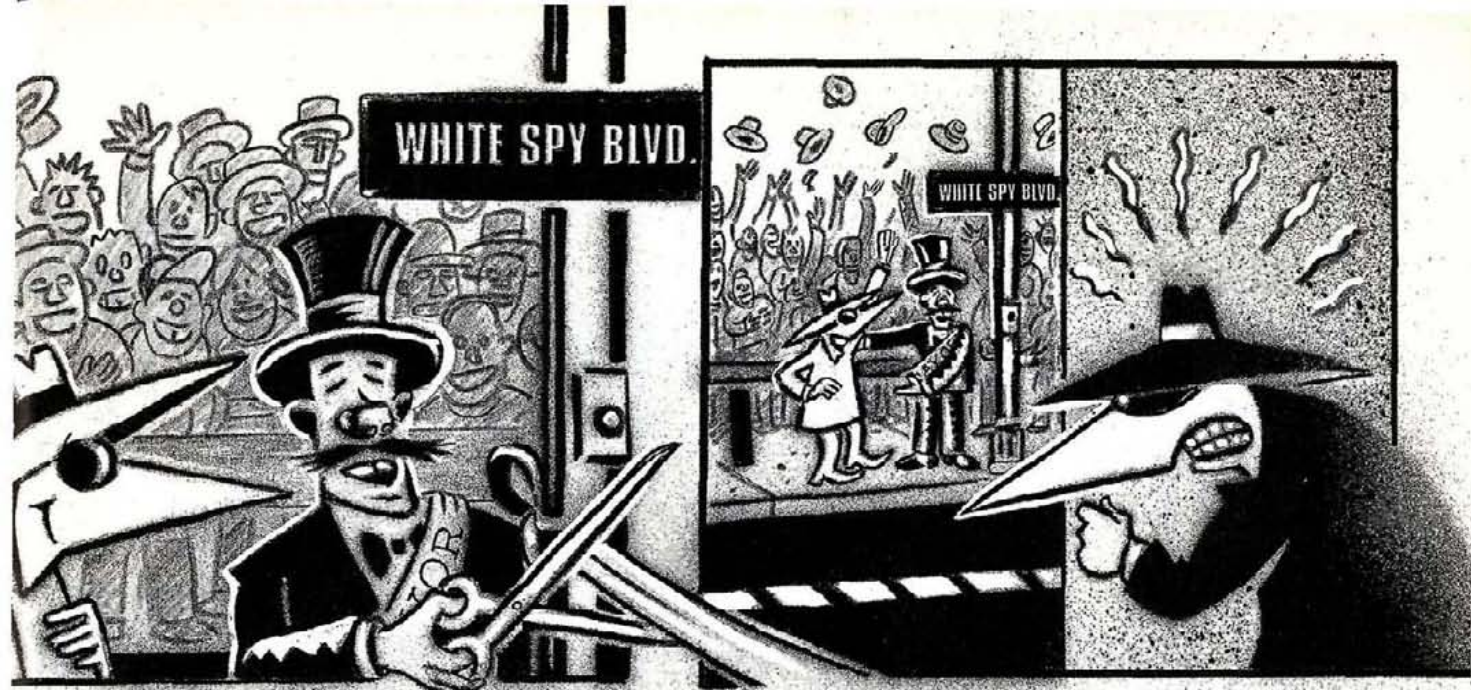
SPY

VS

WHITE SPY BLVD.

SPY



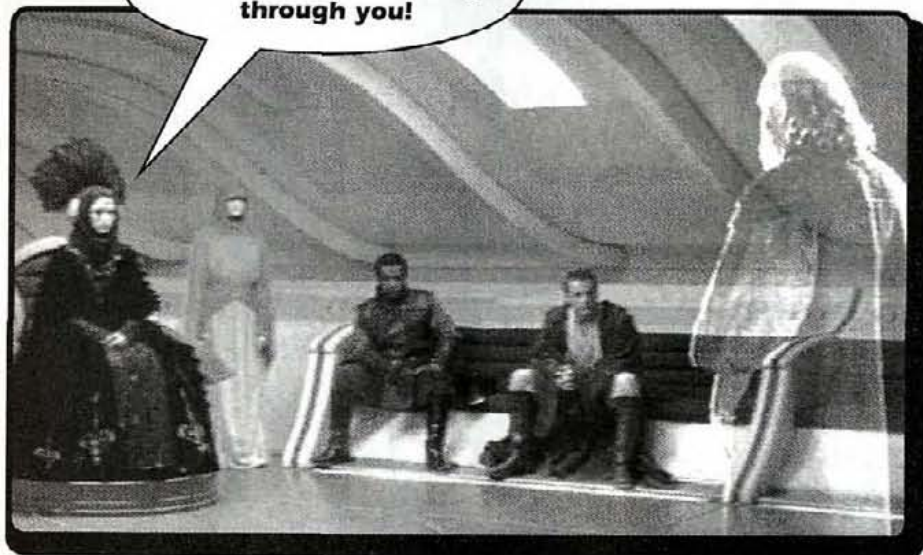


THE STILLS ARE ALIVE DEPT.

Maybe it was when you ran out to the concession stand for another helping of Jujubees. Maybe it was when you turned around to tell that moron sitting behind you where you were going to shove his cell phone if he called one more person and asked, "Guess where I am right now!" Maybe it was when you dashed to the bathroom after that 46-ounce Mr. Pibb you just finished kicked in. Maybe it was while you were glancing (all right, *staring*) at your date's cleavage shaking whenever she laughed at that comical Jar Jar Binks. Whatever it was, **YOU MISSED SOMETHING.** Something important. That's why we're here to save you the price of another movie ticket by showing you...

THE PHANTOM MENACE-

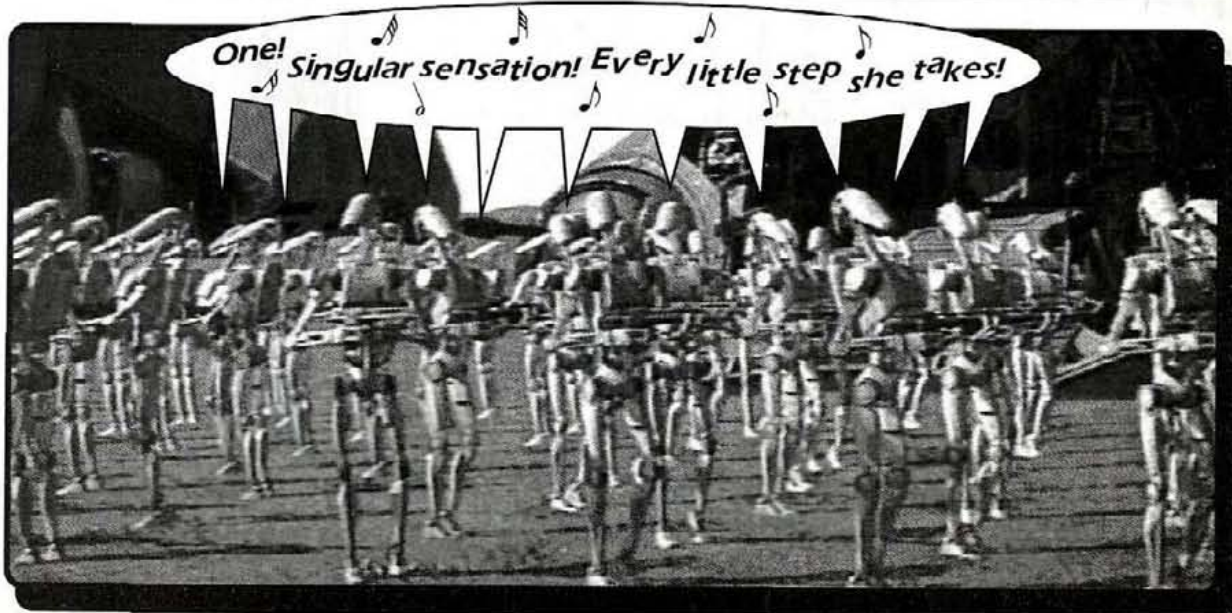
You don't **fool** us, Ambassador! We can **see right through you!**



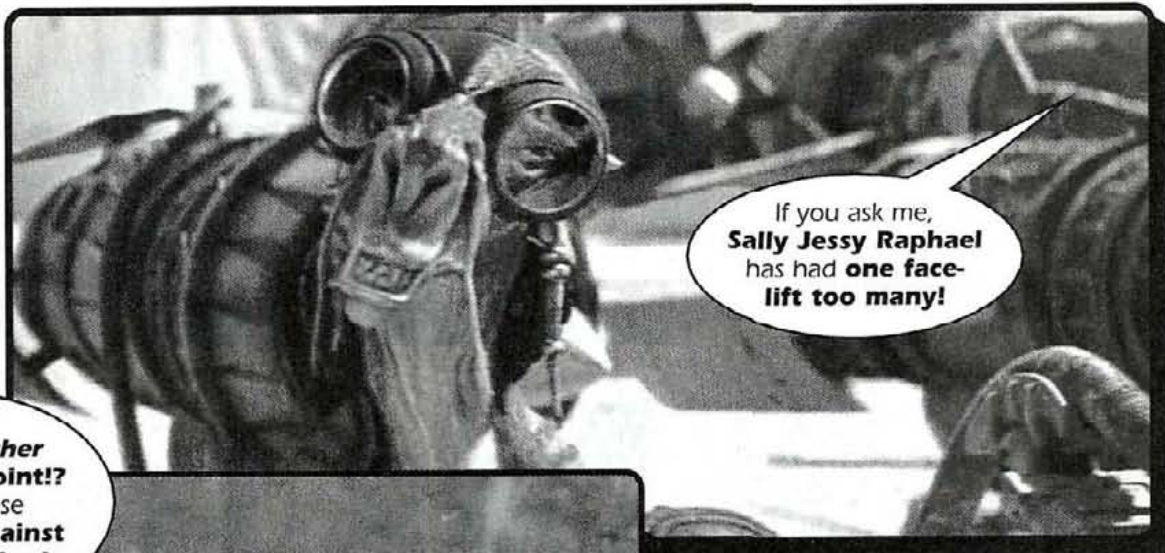
If **one more person** tells me I look like **Boy friggin' George** I'm gonna **scream!**



One! Singular sensation! Every little step she takes!



Scenes You Never Saw



If you ask me,
Sally Jessy Raphael
has had **one face-**
lift too many!

What, **another**
DWI checkpoint!?
Damn these
Mothers Against
Drunk Driving!



Anakin,
when you get
older you'll be able
to wear **as much black**
leather as you want.
But right now, you live
in **my house** and
under **my rules!**

"Mace Windu" -
Irish, right?

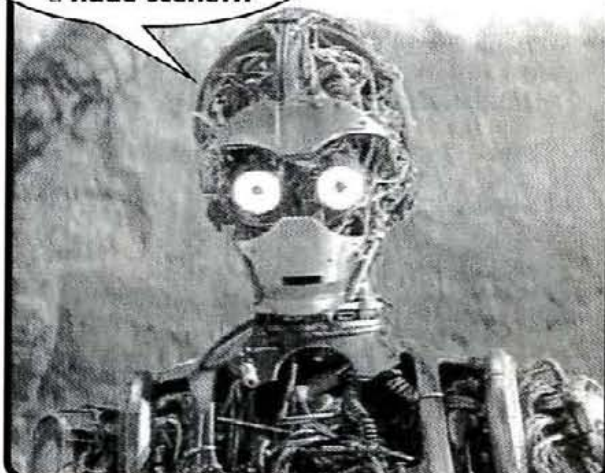


THE PHANTOM MENACE- Scenes You Never Saw

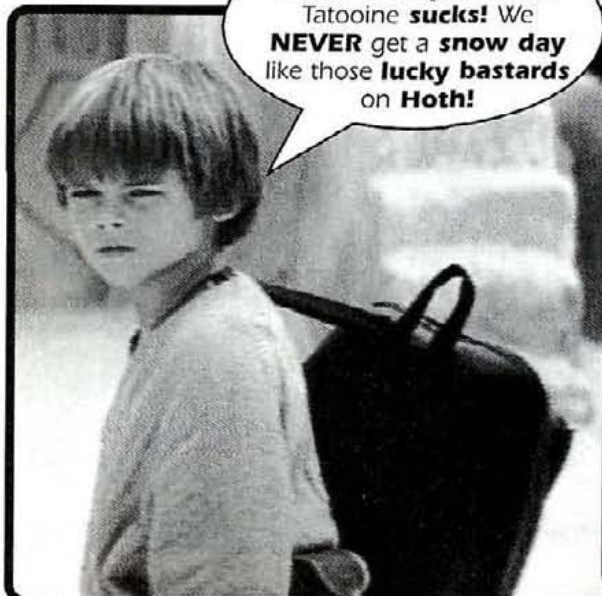
You know, **boy**, I
have some **candy** back
in my **land speeder**!



How come I'm the
only one who has to do
a **nude scene**???



Going to school
on a **desert planet** like
Tatooine **sucks**! We
NEVER get a **snow day**
like those **lucky bastards**
on **Hoth**!



Thank you for the **offer**,
Senator, but **no**, I **do not** wish to
do it "**Wookie**" style!





THE LOIN KING DEPT.

High quality. Efficient service.
Guaranteed low prices.
You'll get none of this when you order from...



"Why go through the hassle of buying fresh meat from your local supermarket when I can truck it to your unrefrigerated mailbox from halfway across the country?"

-Butch Splatter,
President

"Eat my meat!
See inside
for details..."



WRITERS: JOE RAIOLA & DAVID SHAYNE

ARTIST: JAMES WARHOLA

Dear Friend,

You no longer have to go to your local butcher to enjoy the great taste of freshly slaughtered meat! Now, you can sink your teeth into the succulent flesh of your favorite creatures delivered right to your mailbox!

Cows, hogs, even rare birds and endangered species! We lovingly raise and nurture them until they reach their peak of flavorfulness. Then we chop them up into fillets, roasts and patties and inject them with only the finest nitrates!

Finally, we ship them directly to you in a truck that's guaranteed to probably arrive at your doorstep no more than 72 hours after all the ice in the box we pack them in has melted! What could be more convenient?

To introduce you to the delicious taste and pungent odor of **Omahog Meats By Mail**, I'm making the following special offer:

I'll send you a half dozen of my world famous **Pork Groins™** for the price of 6 when you order either 8 of my legendarily juicy **Gristle Burgers™** or 4 lbs of my prize-winning **Smoked Cholesterol-Rich Sausage™**! Mmmm!

But wait, there's more! I'll also throw in, absolutely free, a full set of authentic plastic steak knives! You'd normally pay as much as 89 cents for a high quality set like this — that is, if your supermarket isn't sold out!

Butch Splatter

QUALITY GUARANTEED!

At Omahog we make sure that you'll never see or hear any reports of our facilities being tainted with e. coli, botulism or mad cow disease. We've perfected a fool-proof method to guarantee we pass all health and safety inspections with flying colors!

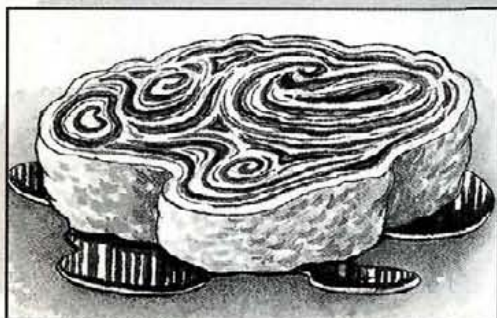


Omahog Vice President, Hans Saurgut, works closely with U.S. Department of Agriculture Inspector Dale Jurgens to ensure cleanliness and quality control at our Central Slaughterhouse.

Butch answers some tough questions about his tender meat.

Q. What's that disgusting white stuff I always find in your steaks that makes me sick?

A. While uneducated carnivores commonly refer to it as "fat," we connoisseurs of meat here at Omahog call it "marbling." So, the next time you serve one of our steaks and your guests complain, "Hey, what's all this damn fat in my meat?" just tell them it's "marbling" and that they're stupid, unrefined slobes for not realizing it!



Remember, it may look like fat, it may even taste like fat — but it's marbling!



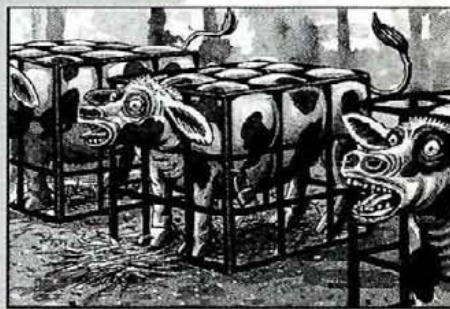
Serve our Alternative Tofu Burgers™ to your vegetarian friends — they'll swear they're eating meat!

Q. Do you have any products for vegetarians?

A. Absolutely! Omahog's Alternative Tofu Burgers are delicious! What's our secret? Unlike the tasteless, spongy, 100% soybean patties all those other guys sell, ours are made with Grade A, corn-fed Nebraskan ground chuck!

Q. I'm an animal rights activist. How do you treat your veal calves?

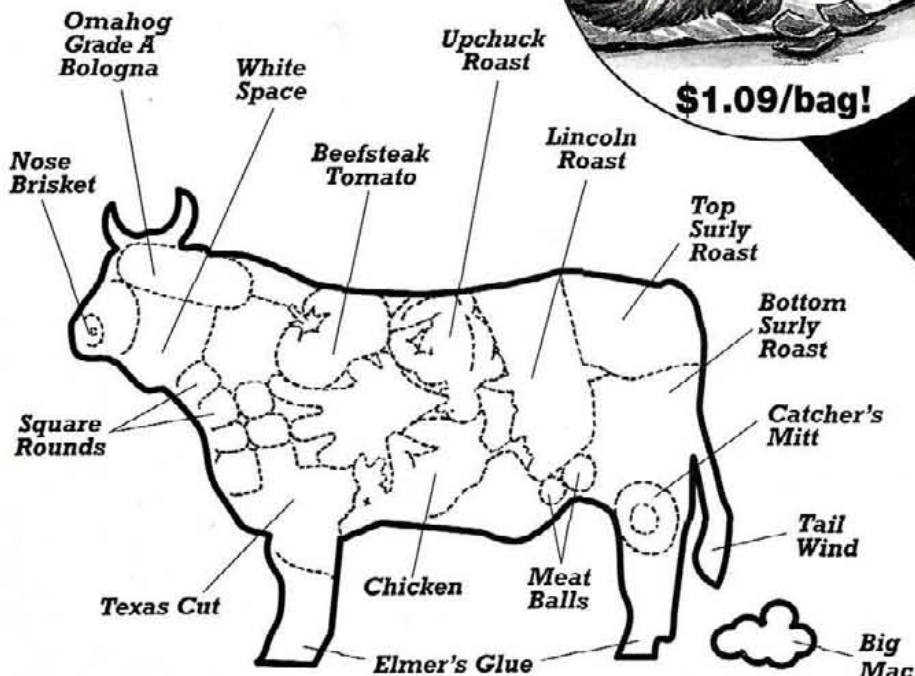
A. Here at Omahog Farms we have great respect for all of God's living creatures, especially His delicious, tender young veal calves. Each calf is allowed to roam free in its own 3' x 5' pen where it can grow to maturity without fear of predators—except, of course, our expert butchers!



Omahog baby calves are kept out of harm's way in their protective pens.

BEEF CUTS

where they come from



FREEZE-DRIED SQUIRREL CHIPS

Delicious bite-sized morsels of America's most popular rodent. Makes a great snack!

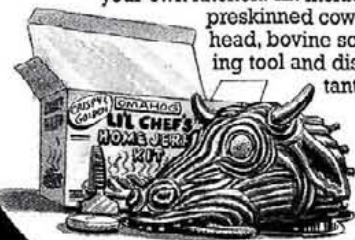


\$1.09/bag!

OMAHOG CLOSE-OUT SPECIALS!

LI'L CHEF'S HOME JERKY KIT

Have fun and save money by making traditional Beef Jerky in your own kitchen! Kit includes preskinned cow's head, bovine scraping tool and disinfectant soap.



\$49.95/kit!

MASTER BUTCHER'S SELECT® PREMIUM AGED BEEF

This prime cut of top quality meat was discovered by our cleaning lady behind a filing cabinet. Marinated at room temperature in its own juices for 16 months!



\$12.99/lb!



Imagine receiving exotic meat and meat by-products from Third World countries all over the globe! Each month you'll get a ziplock freezer bag stuffed with 6 lbs of such unique delicacies as:

Hog Chowder Roast
Breast of Penguin
Hickory Smoked Weasel
Elephant Trunk Patties
Tongue Cheese
Ground Newt Chuck



Hand-Strangled Veal
Giraffe Spotted Neck Medallions
Aardvark Rump
Smoked Aardvark Rump
Aardvark Rump Round
Aardvark Rump Square
Aardvark Rump Chuck
Chuck of Aardvark Rump

Bacon-Wrapped Gopher
Organically-Slaughtered Turkey
Marinated Monkey Tongue
Head of Striped Horse (Zebra)
Duck Edwing á la Orange
Toe Cheese-Stuffed Platypus
Lizards in Gravy
Sliced Human Thumb
Ballpark Franks

And more!

Remember, to join Omahog's International Meat of the Month Club you must ALREADY be an Omahog Meats By Mail customer. If you're NOT already an Omahog Meats By Mail customer, you may become an Omahog Meats By Mail customer by joining Omahog's International Meat of the Month Club. Members of Omahog's International Meat of the Month Club receive special offers NOT available to regular Omahog Meats By Mail Customers unless they are also members of Omahog's International Meat of the Month Club. If you're already an Omahog Meats By Mail customer, but NOT a member of Omahog's International Meat of the Month Club, you too will receive special offers NOT available to regular Omahog Meats By Mail customers, but NOT on the Omahog's International Meat of the Month Club official stationery.

TO JOIN CALL 1-800-MEATS FOR ME!





GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will go to the Dark Side!

THIS MONTH'S BANTHA FODDER TO BE:



ARTIST: HERMANN MEJIA
WRITER: MIKE SNIDER

GEORGE LUCAS

CAUSE OF DEATH

ODDS

Smothered in hugs and kisses at
toy manufacturers' convention

3:1

Executed by mob of nit-picking
Star Wars nerds over mistakes, plot holes
and logic inconsistencies in first trilogy

5:1

Bludgeoned to death by embittered
Mark Hamill for not giving him
even a bit part in the new trilogy

20:1

Fatal skin rash from wearing the
same plaid lumberjack shirt since 1975

25:1

Excessive worrying about availability
of financing for next film project

200,879:1



**WHAT EAGERLY
ANTICIPATED
EVENT IS
FINALLY
UPON US?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

There are few events that manage to excite people all over the world. Even major holidays like Christmas or Passover do not apply to all cultures. But there is one occurrence that is universally celebrated. To find out what this event is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!



FOLD PAGE OVER LEFT



FOLD BACK SO THAT "A" MEETS "B"



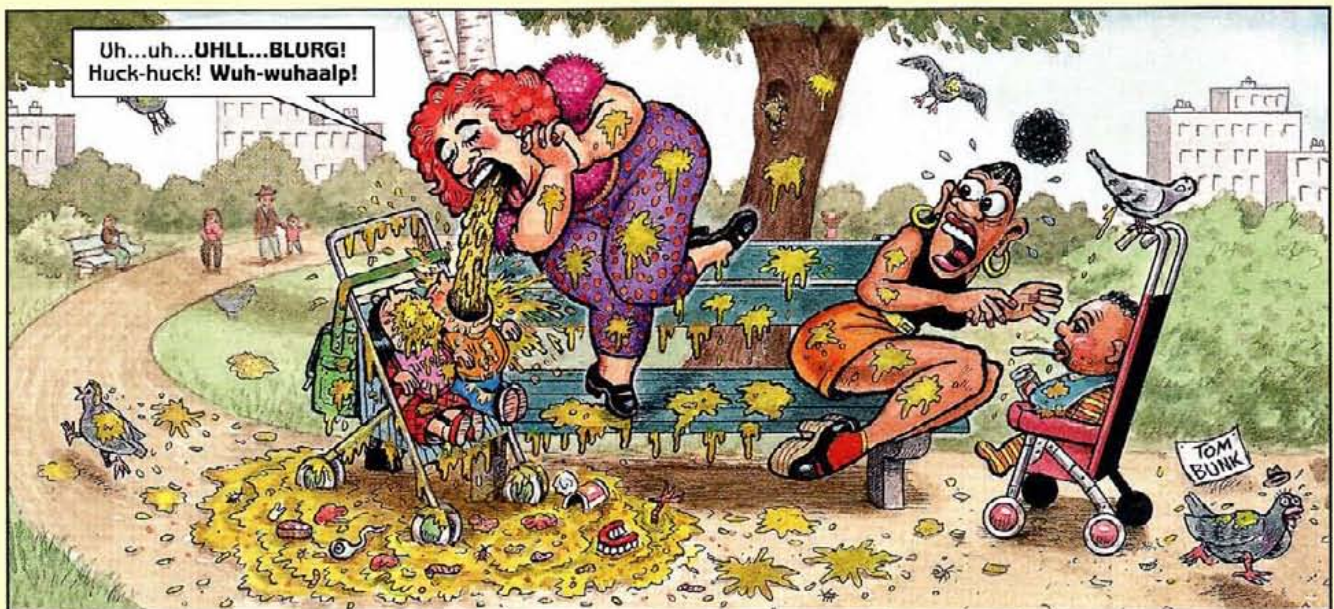
**THE LONG AWAITED DAY FINALLY ARRIVES AND VAST
DELEGATIONS OF KIDS REJOICE. THEIR WAY OF
CELEBRATING IS LEGENDARY. ON EVERYONE'S
SCHEDULE THIS IS ONE EVENT THAT'S VERY COOL**



ARTIST AND WRITER: AL JAFFEE



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